Leadership in Library Service

We're Rounding Out . . .

. . and that doesn't refer to our avoirdupois, either! What we mean to say, in a round-about way, is that we're constantly rounding out our line-up of talent with top-notch musical groups.

▼ ▼ ▼

F'rinstance, take Red Nichols and his Band. This well-known and always popular dance band is now on the Standard Radio roster, and mid-July will see some of his best work going out to Standard Radio Program Library subscribers.

▲ ▲ ▲

Of course, we will admit putting on a lot more weight around our list of subscribers. For evidence, cast a glance toward our "Welcome" roll call at the bottom of this column. We could have listed more new subscribers, but our faithful scroll just couldn't hold any more. Look for another impressive list in our next advertisement.

▼ ▼ ▼

All of which goes to prove some old copybook maxims. We're here to testify that putting everything you have on the ball—or disc—brings success. And what we put on our discs has brought success not only to us, but to our hundreds of station-subscribers.

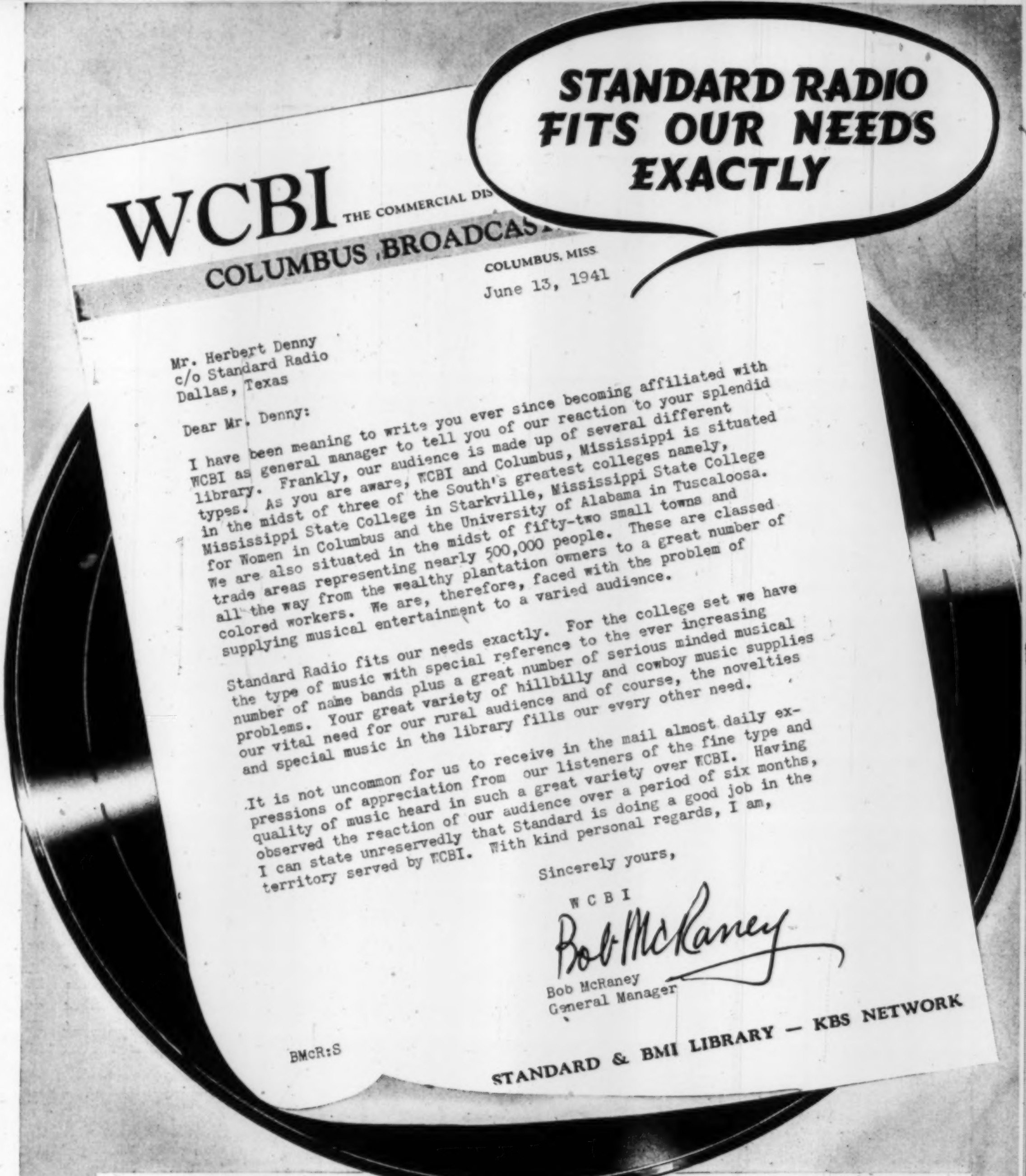
▲ ▲ ▲

If you want a cut of this Prosperity Pie, just write us today for the full story of Standard Tailored Transcription Service, Standard Spot-Ads and Standard Super Sound Effects!

WELCOME TO:

WCKY—Cincinnati, O.
WISH—Indianapolis, Ind.
KWFT—Wichita Falls, Tex.
KSWO—Lawton, Okla.
VONF—St. Johns, N. F.
KVOO—Tulsa, Okla.
WERC—Erie, Pa.
WLAP—Lexington, Ky.

Largest List of Active Subscribers!


STANDARD RADIO FITS OUR NEEDS EXACTLY

WCBI THE COMMERCIAL DIS

COLUMBUS BROADCAS

COLUMBUS, MISS.

June 13, 1941

Mr. Herbert Denny
c/o Standard Radio
Dallas, Texas

Dear Mr. Denny:

I have been meaning to write you ever since becoming affiliated with WCBI as general manager to tell you of our reaction to your splendid library. Frankly, our audience is made up of several different types. As you are aware, WCBI and Columbus, Mississippi is situated in the midst of three of the South's greatest colleges namely, Mississippi State College in Starkville, Mississippi State College for Women in Columbus and the University of Alabama in Tuscaloosa. We are also situated in the midst of fifty-two small towns and trade areas representing nearly 500,000 people. These are classed all the way from the wealthy plantation owners to a great number of colored workers. We are, therefore, faced with the problem of supplying musical entertainment to a varied audience.

Standard Radio fits our needs exactly. For the college set we have the type of music with special reference to the ever increasing number of name bands plus a great number of serious minded musical problems. Your great variety of hillbilly and cowboy music supplies our vital need for our rural audience and of course, the novelties and special music in the library fills our every other need.

It is not uncommon for us to receive in the mail almost daily expressions of appreciation from our listeners of the fine type and quality of music heard in such a great variety over WCBI. Having observed the reaction of our audience over a period of six months, I can state unreservedly that Standard is doing a good job in the territory served by WCBI. With kind personal regards, I am,

Sincerely yours,

W C B I

Bob McRaney

Bob McRaney
General Manager

BMcR:S

STANDARD & BMI LIBRARY — KBS NETWORK

PROOF OF LEADERSHIP . . . IN OUR DAILY MAIL

VERSATILITY comes mighty close to being the most important aspect of any Library Service. It must be "all things to all men" . . it must have within itself resources upon which the program director can draw to meet the varied tastes of his audience. It is no small tribute to the Standard Program Library Service to say, "Standard fits our needs exactly" . . This phrase, often contained in letters from station-subscribers, is proof of Standard's ability to *win* and *hold* listener-interest . . one reason why the largest list of active subscribers answers "Yes" when asked:

"Are Your Transcriptions Up to Standard?"

Standard Radio

HOLLYWOOD **CHICAGO**

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

XUM

BUSINESS & FINANCE

When you think of

NEW ORLEANS

you think of:

The Birthplace of "Swing"

and

WWL
NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS Affiliate Nat'l. Representative — The Katz Agency, Inc.

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

July 7, 1941

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Hix Cartoon 50

FOUND: $108,500,000.00.* Part of this money is yours! Write KOIL for details on getting your share.

KOIL
OMAHA, NEBR.

(*Retail sales last year in the city of Omaha.)

R v. 21 July - Dec. 1941

BROADCASTING
and
Broadcast Advertising

Vol. 21, No. 1 WASHINGTON, D. C., JULY 7, 1941 $5.00 A YEAR—15c A COPY

M-Day Plans Place Radio in Vital Role

Neither Federal Operation Nor Direct Censorship Under Present Program

M-DAY for American radio will strike the moment the United States becomes a belligerent in World War II, under plans already devised by the military establishment.

If and when this country should become embroiled in the world conflict—and some competent observers believe it inevitable—radio in general and broadcasting in particular automatically will become the fourth arm of defense, just as in Britain. There will be no such thing as a non-network broadcast station in time of actual involvement for military purposes. By the same token, there will be no direct censorship and no semblance of Government operation or even domination of domestic broadcasting except in isolated instances—such as, perchance, the development of a war theatre on this side of the Atlantic.

Carefully Planned

All this can be stated with reasonable assurance after many months of planning by Army and Navy officials along with the Defense Communications Board, created last fall, which has been functioning actively on communications war planning since the first of the year.

Elaborate plans have been drawn, all against the day of actual involvement but all designed to result in a minimum of interference with normal operations of the American commercial system.

Last week the War Department announced that its Signal Corps can supply Army units with information concerning communications networks in any area. This covers telephone and telegraph as well as broadcasting availabilities. In the case of radio, it means that every outlet, in time of stress, can be hooked together for peak coverage, nationally or regionally.

To Name Coordinator

A number of plans are under consideration for mobilization of broadcasting to perform maximum wartime service. These, for the most part, dispel widely prevalent reports that broadcasting will be mustered into service, with Army officers in command of each separate operation. While such plans may have been in the discussion stage earlier in the emergency, they now appear to have been eliminated entirely.

In the preliminary stage of discussion is a plan for the creation of the post of coordinator of communications—probably within the Army—in which broadcasting also would be encompassed. A high-ranking officer, or even a civilian, might be named to head this unit, which would coordinate all outside contacts with private communications operations in time of war. This plan, according to best information, is still in the discussion stage and has not been approved by the Secretary of War or the Administration.

One plan currently under discussion, it is understood, contemplates a possible tieup of radio with the Office of Civilian Defense, headed by Mayor Fiorello LaGuardia, of New York. This, however, presumably would be only a technical affiliation, since domestic broadcasting, along with all other domestic communication, is under jurisdiction of the Army in time of war. Should such an affiliation be made, it probably would involve enrollment of key station officials—and possibly their entire personnel—in a separate branch of the Office of Civilian Defense, but with general operations maintained as usual.

Another development, and one that is regarded as virtually automatic, would be for every broadcast station employe—from president to porter—to pledge allegiance, in appropriate ceremonies, to the nation as the first phase of operation under the war emergency.

Technical plans to insure maximum use of the nation's 900 operating or authorized broadcast stations already have been blueprinted for the Defense Communications Board, the status of which is purely that of a planning agency rather than an operating organization. Working with the Army Signal Corps, headed by Maj. Gen. Joseph O. Mauborgne, himself a member of the board, the DCB has perfected blueprints designed to give the military establishment access to the civilian population both nationally and regionally.

Official Communiques

Under war conditions, it is conceivable that Government communiques will be issued by radio at specified periods daily. These, it is presumed, would originate from a central office in Washington representing the high command.

Such official pronouncements would be released through every station outlet, tied together for this purpose, probably on a twice-a-day schedule. Non-network stations would be tied into the three national network chains by landline, by shortwave radio relay, or direct pickup, depending upon the best technical means available.

Prevalent talk of censorship has been vehemently denied in responsible Government quarters. Most of the difficulty, it is thought, grows out of widespread misunderstanding of the term. In responsible quarters it is generally recognized there will be a military censorship, particularly insofar as external communications are concerned. But this would deal with the suppression of vital military information such as movements of ships and troops, and military production information. It simply would not be released.

In the external field, which falls within the purview of the Navy, international broadcasting would be affected. As a matter of fact, there already is a sort of voluntary agreement entered into by international broadcast stations and the State and Navy Departments.

In the best interests of the nation, an understanding has been reached that certain kinds of news should not be broadcast over stations serving audiences in Latin

WLW Seeks to Use 650 kw.; KSL and WSM Ask 500 kw.

Applications May Reopen Entire Question of Superpower and Change in Rules Is Sought

RECONSIDERATION of the whole question of superpower by the FCC is foreshadowed with the filing of revised applications by KSL, Salt Lake City, and WSM, Nashville, for authorization to operate with 500,000 watts, and by WLW, Cincinnati, for 650,000 watts. All now operate with 50,000 watts.

A search of FCC applications discloses that KSL last Aug. 20 filed a petition seeking FCC action on its original application pending since 1936, seeking the 500,000-watt output.

This was followed June 3 with an application by WSM, filed on the new application form, bringing its application, pending since 1936, up-to-date with current information. A petition also was filed asking the FCC to amend its regulations to specify power of "not less than" 50,000 watts for stations on Class I-A channels as against the present maximum of 50,000 watts.

WLW, only station ever authorized to use 500,000 watts during regular program hours, on June 21 then filed for authority to use 650,000 watts, which it claims is the output of its transmitter, now used between midnight and 6 a.m. with 500,000 watts. This application likewise was filed on the new form, but was supplemented with technical data indicating the character of rural coverage that could be provided with this output.

On May 19, according to the FCC records, WLW filed an application for experimental authorization to transmit with power up to 750,000 watts with its present equipment, now used experimentally during early morning hours with the call letters W8XO. The application set forth that the station desired to

(Continued on page 50)

XUM

America and Europe. And under war conditions, there probably would be even a more direct editorial scrutiny of international news broadcasts over shortwave stations.

Lessons from Abroad

Radio's importance, both domestically and internationally, in war operations already has been strongly demonstrated in the European conflict. The lessons learned abroad are being adapted for use in this country. While various Governmental bureaus are collaborating in this planning, all of it finally reaches the DCB as the policy-making body.

Members of this board, in addition to Gen. Mauborgne, are Chairman James Lawrence Fly, of the FCC, serving as its head; Rear Admiral Leigh Noyes, director of naval communications; Assistant Secretary of the Treasury Herbert Gaston, and Assistant Secretary of State Breckenridge Long.

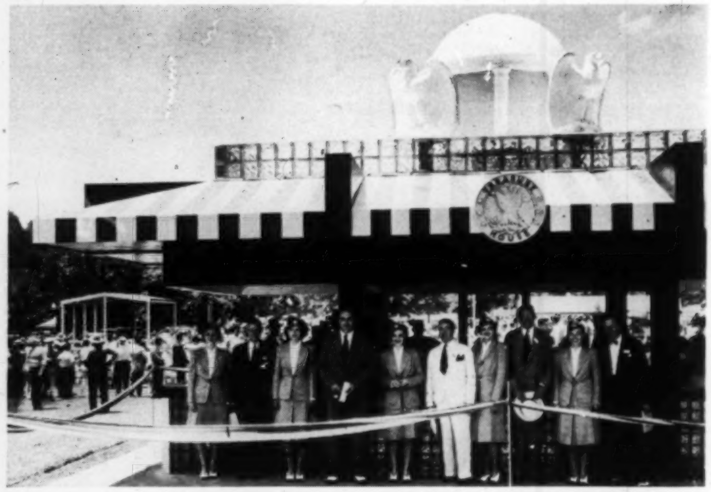
Committees of DCB related to broadcasting have held regular meetings since their appointment early this year. The Domestic Broadcast Committee, headed by NAB President Neville Miller, has had a number of technical subcommittees at work drafting plans for the main board. The International Broadcast Committee, headed by Walter C. Evans, vice-president of Westinghouse Radio Stations Inc., already has completed several basic tasks, including that resulting in the appointment of Stanley P. Richardson, former foreign newspaper correspondent and State Department aide, as coordinator of shortwave broadcasts.

Recently completed by the Domestic Broadcast Committee was a technical handbook on broadcast station operation. Somewhat similar to an instruction booklet on an automobile, this guide covers common technical operating practices of broadcast station plants and facilities.

Seek Specific Data

In addition to this handbook, the committee, with the approval of DCB, shortly is expected to dispatch a detailed questionnaire to each station for specific data on technical facilities. In that manner, it is presumed, a complete inventory of the broadcast structure would be available, showing the locations of auxiliary transmitters, availability of spare parts and the like—all designed to enable the directing authorities here to make available an index for the industry as a whole. Thereby, it is assumed, there would be a basis for insuring complete mobility in equipment supply as a means of maintaining service under all foreseeable conditions.

The handbook prepared by the Domestic Broadcast Committee covers propagation, telephone lines available and plant facilities. This ties into the Signal Corps' announcement that it was now prepared to supply Army units with information concerning communications networks in any area.



GLASS EVERYWHERE as these Standard Oil Co. of New Jersey officials pose in front of Treasury House, on Pennsylvania Avenue, Washington. The glass takes the form of bricks and plate used in constructing a building to boost defense bonds. Around the plot are military displays, including a metal barracks designed for the tropics. In line (l to r, men only), with a group of college girls serving as Esso hostesses, are W. H. Evans, division manager; J. A. Miller, advertising manager; Russel Keppel, regional manager; J. E. Skehan, vice-president and director; E. K. Atkinson, promotion manager. A studio newsroom in the little building is used for the twice-daily *Esso News* broadcast on WRC.

While no formal announcement has been forthcoming as to broadcasting's precise niche in the war emergency, emphasis has been placed upon the "no censorship-no operation" aspect. When DCB originally was created last year by executive order, anxiety was occasioned within the broadcasting industry for fear it would be the opening wedge toward Government operation. Because of that, the Executive Order itself, with respect to domestic broadcasting, specifies that DCB functions shall be limited to "physical aspects" rather than to program content.

The only possible departure, according to informed observers, would be under conditions of actual siege. If a mainland area were under air attack or threatened by invasion, the Army would be in supreme command. Under such conditions, broadcasting, along with all other communications and utilities, would be placed under strict Army operation.

Civilian Defense

The Office of Civilian Defense speculation is regarded as a possibility because of other developments in this field. FCC-DCB Chairman Fly announced last week that DCB had named a subcommittee to collaborate with a LaGuardia subcommittee on effective use of communications during war or other emergency.

DCB will integrate plans among others, for emergency use of the several thousand police radio stations with its general plans for emergency utilization of wire and radio facilities, while the Office of Civilian Defense will integrate them with other civilian defense plans. Also embraced in these discussions will be use of fire department communications systems, both

(*Continued on page 43*)

BURBACH LEAVING PAPER FOR RADIO

GOERGE M. BURBACH, for the last 27 years advertising manager of the *St. Louis Post-Dispatch*, on July 1 relinquished that post in order to devote all of his time to the general management and expansion of KSD, the newspaper's station. At the same time it was disclosed that KSD has applied to the FCC for 50,000 watts on 940 kc., now occupied by WMAZ, Macon, Ga., with 1,000 watts night and 5,000 day; by CBM, Montreal, with 5,000 watts, and by XEQ, Mexico City, with 50,000 watts.

Mr. Burbach

Mr. Burbach in recent years has retained the title of manager of KSD, devoting part of his time to that duty. He will continue as secretary of the Pulitzer Publishing Co. and as a member of its board of directors.

In announcing his retirement from the newspaper field in favor of radio, Mr. Burbach also announced the appointment of Stuart M. Chambers, his assistant and a member of the *Post-Dispatch* advertising department since 1916, to the post he relinquishes. Mr. Chambers formerly was with the *Kansas City Star*.

Fall Nursery Campaign

GOOD & REESE Inc., Springfield, O. (florist, nursery), is reported by the Leo Boulette Agency, Springfield, to be planning a series of test offers starting Sept. 1 to determine whether its radio efforts should be extended beyond present annual spring camapigns. Last campaign included 14 stations. The new list has not yet been selected.

ESSO NEWS STUDIO HELPS BOND SALE

MARKED by a formal dedicatory program over the NBC-Red network featuring addresses by Vice-President Wallace and Undersecretary of the Treasury Daniel W. Bell, Standard Oil Co. of New Jersey formally opened July 1 its "Treasury House" in Washington.

Erected in the heart of the downtown section of the Capital, the glass brick building is Esso's contribution to the defense program and will be utilized for the sale of defense bonds. An ambitious radio project is outlined for the Treasury House which includes origination of twice-daily local *Esso Reporter* newscasts as well as a plethora of defense savings quizzes and solicitations. A radio announcer is on duty every day from 10 a.m. to 10 p.m., promoting the sale of the bonds and savings stamps among passersby and while no actual sales are made on the grounds, Esso has arranged for escorts to the adjacent Treasury building where sales are made.

Construction of the house is of glass bricks similar to the glass banks which Esso dealers have been distributing for the last year to promote home saving. Entire cost of the project was assumed by Esso and a policy of minimizing commercialism has been adopted with the statement that regular commercial announcements of the oil company on the newscasts have been replaced by defense savings pleas.

Marschalk & Pratt, the Esso agency, handled the broadcasting details.

FIGHT BOOSTS SALES

Gillette Checks up on Sales After Battle

GILLETTE SAFETY RAZOR Co., Boston, reports that retailers' sales of items featured on the Louis-Conn fight, broadcast on MBS June 18, showed a marked increase and that an all-time high for sales of such items will result from the boxing broadcasts. According to Maxon Inc., New York, Gillette agency, commercials on future MBS fight programs will feature the Gillette 25-pack for razor blades; the one-piece Tech razor; Gillette shaving cream, lather and brushless, and the new Gillette Travkit.

The fights, described in the U. S. by Don Dunphy and Bill Corum are broadcast in full by Julio Garzon, managing edtior of the New York Latin American newspaper *La Prensa*, on the Schenectady shortwave station WGEO. Broadcast in Spanish, the fights are rebroadcast also by Latin Ameircan stations. Prescott Robinson, MBS announcer and commentator, also announces special commercials for Gillette to the CBC during the fights.

Pabst Schedule

PABST SALES Co., Chicago, on July 7 will start an 8 to 13-week schedule of spot announcements varying in length and frequency on the following stations: KHJ KMPC WCAO WCBM WFBR WBAL WGBI WDEL WILM. Agency is Lord & Thomas, Chicago.

ASCAP Board Studies Network Offers

Suit Threat Still Heard Against Industry

MEETING of the ASCAP board of directors last Thursday to discuss what action if any should be taken on the NBC proposal was still in session as BROADCASTING went to press. Board was expected either to accept NBC's offer as a starting point for negotiations or, if they rejected it entirely, to instruct Schwartz & Frohlich, their general counsel, to file the ASCAP suit against the radio industry as rapidly as possible.

Oppose NBC Offer

Preceding the Thursday session, the prevailing ASCAP sentiment was described at the society's headquarters as favoring a flat rejection of NBC's offer [BROADCASTING, June 30]. While there was an appreciation of the sincerity of NBC's proposal, the spirit of which the ASCAP spokesman termed a decided contrast from that of CBS [BROADCASTING, June 23], he said the board was expected to stand pat on the contract with MBS [BROADCASTING, May 5] as the lowest rates ASCAP can accept.

If the terms of this contract were accepted by all networks and all stations, which he said is extremely unlikely, ASCAP's revenue from radio would amount to about $4,200,000 for the year, he estimated.

This represents a sizeable reduction from the $5,100,000 which the industry paid to ASCAP in 1940, he said, and a "major victory" for the broadcasters when contrasted to the more than $8,000,000 which it had been estimated broadcasters would have paid to ASCAP if they had accepted the contract offered by the society last year.

The CBS proposal, which he described as "ridiculous" and as "an attempt to have ASCAP underwrite their business", he said would produce less than $2,500,000 from radio in annual revenue to the society and furthermore is replete with provisions which, he declared, "were put in just to make us mad." The NBC offer, which on an industry basis would give ASCAP an estimated annual revenue of more than $3,000,000, lacked these "snide clauses," he said, and was more of a straightforward businesslike proposition, which ASCAP appreciated even though the offer should be unacceptable.

At NBC the offer was described as a "good deal for ASCAP, producing better than $500,000 more than that offered by CBS." The NBC attitude is that "this is the time to lay the cards on the table and get things cleaned up," according to a top executive.

Plans for Suit

ASCAP attorneys are said to be rushing preparations for the society's suit against the broadcasting industry, which will charge the NAB, BMI, NBC, CBS and their officers and possibly other radio organizations and individuals with conspiring to put ASCAP out of business and to bar its music from the air [BROADCASTING, June 16]. No details were forthcoming about the suit, which will ask the court to order the defendants to pay to ASCAP three-fold damages for all losses the society has sustained by reason of the allegedly illegal actions of the defendants, but it was reported that the papers might be filed within the week.

Other sources, however, believe that the suit will not be filed for some time, and certainly not unless ASCAP abandons all idea of getting together with NBC and CBS. The proposals of both of these networks contained provisions that upon the conclusion of a contract with ASCAP, all suits by either ASCAP or its members against the networks and their stations should be dropped.

Meanwhile, the suit of BMI and E. E. Marks Music Corp., against ASCAP [BROADCASTING, June 23] has evoked a flow of vitriolic press releases from that organization reminiscent of the ones it issued last year when it was attempting to line up press and public in an anti-radio crusade in a vain effort to force the broadcasters to accept the license ASCAP was offering at that time.

No Damages Asked

Radio, says an ASCAP release dated June 30, offered composers "everything but the sun and moon and then proceeded to pay them off with cigarette money and a threat to rob them of their economic and cultural independence." To which BMI replied that the suit against ASCAP "is by no means intended as a suit against a songwriter. If the contracts which the ASCAP publishers made with the ASCAP writers deprive songwriters of rights, that is not something for which BMI can be held responsible. Since BMI has acquired a grant of the rights from a former ASCAP music publisher who asserts that he owns the rights in question, BMI has no choice but to test the matter in court."

BMI goes on to point out that "out of consideration for songwriters" it is asking no damages, but merely for the court to adjudicate the effect of the contract and to determine whether publisher or writer controls the performance rights. ASCAP, with both writer and publisher members, has never brought this question to court, and is now faced with the unpleasant choice of either refusing to defend the suit or of fighting for the interests of its writer members and opposing those of its publisher members.

In another blast sent out last Thursday, John Paine, general manager of ASCAP, asks how BMI can contend that its suit is not against songwriters "when ASCAP does not exist apart from its membership. The suit plainly seeks to take away the writers rights from

(*Continued on page 47*)

YUM YUM! Ain't love grand! Even in a night club, like the Mocambo, Hollywood, where a snooping lenshound invaded the privacy of a booth occupied by Mary Lee Barnes, of the publicity staff at KOMO-KJR, Seattle, and Dick Keplinger, news and special events director. They were in Hollywood on their honeymoon.

Expiration of Com. Thompson's Term Leaves FCC With Only Six Members

FOR THE SECOND time within a year, the FCC is functioning without its full membership by virtue of the expiration of the term of Frederick I. Thompson June 30 without action by President Roosevelt in naming his successor.

Mr. Thompson concluded his rather hectic two-year tenure last Monday and returned to his home in Mobile. He was appointed to the FCC March 28, 1939 and took office April 13 to fill the unexpired term of Judge E. O. Sykes, who had resigned to enter private law practice in Washington.

No announcement was made regarding failure of President Roosevelt to renominate the former Alabama newspaper publisher, but it was reported in some quarters that Senator Bankhead (D-Ala.) had opposed renomination.

Endorsed by Hill

While the names of several candidates for the post are mentioned, there is still the possibility, though remote, that Mr. Thompson will be reappointed. Senator Lister Hill (D-Ala.), his original sponsor, told BROADCASTING last Wednesday that his endorsement of the 66-year-old Alabaman "still stands". Moreover, it was reported that Rep. Coffee (D-Wash.), leader of the House liberal block, had written the White House endorsing Mr. Thompson.

FCC Chairman James Lawrence Fly has made no public statement regarding the FCC vacancy, but is expected to seek an appointment at the White House this week, presumably to discuss the vacancy, among other things. Mr. Fly had been represented as favoring the Thompson reappointment because of the bearing it might have on the chain-monopoly regulations. Mr. Thompson was one of the original advocates of network and industry "crackdown" and often has been represented as favoring Government ownership of certain phases of broadcasting. Despite all this, it was thought in responsible quarters that the chances for the Alabaman's reappointment have faded considerably and that several weeks may elapse before a new appointment is made.

The FCC functioned with only six members from June 30, 1940 until the appointment of Ray C. Wakefield on March 10, 1941, to succeed the late Thad H. Brown. Commissioner Brown had been renominated by the President but had withdrawn his appointment after his qualifications for office had been subjected to severe criticism by Senator Tobey (R-N. H.) in hearings before the Interstate Commerce Committee.

A new name mentioned for the Thompson post is that of Thomas E. (Buster) Lawson Jr., youthful Attorney General of Alabama. Highly regarded as an attorney and executive, Mr. Lawson is understood to have the endorsement of a substantial portion of the Alabama delegation, though Senator Hill said he was not familiar with his candidacy.

In addition, the names of G. W. Johnstone, former radio director of the Democratic National Committee and before that public relations officer of NBC and of WOR-MBS, and now identified with the President's Birthday Ball Committee, and of Fulton J. Redman, Portland, (Me.) attorney and Democratic nominee for the governorship last year, are being mentioned [BROADCASTING, June 30].

XUM

Novel Commercials in Video Debut

Three Stations Present July 1 Programs In New York

JULY 1, 1941, is destined to be a historic date in the annals of both radio and advertising. On that date television setowners in the New York area were given a choice of programs, being able, if their sets had been properly adjusted to tune from one to another of three stations—CBS's WCBW, Dumont's W2XWV or NBC's WNBT.

Thousands of set-owners throughout the world—in London, Berlin, Los Angeles and other major cities, have witnessed television performances in their own homes, but last Tuesday, for the first time in history, more than one program was available to any television audience.

A New Medium

The date also marked the official birth of a new advertising medium. Combining sight and sound and motion and—television's own unique attribute, immediacy—this newcomer to the media family is reckoned by many advertising men to have the greatest potential selling power of all. Five advertisers participated in making the opening day of commercial television really commercial by sponsoring telecasts on WNBT, only station to be ready for business with a commercial license and a rate card. The latest sponsor was Missouri Pacific Lines, St. Louis, whose advertising department placed a half-hour travel film on WNBT Friday night.

The FCC last Monday, in connection with the start of commercial video the following day, issued an objective statement reviewing events leading up to full commercial authorization. The FCC indicated that in addition to the established visual broadcast service for the New York area, three more stations expect soon to make the transition from experimental to commercial operation—Don Lee's W6XAO, Los Angeles, Zenith's W9XZV, Chicago, and Philco's W3XE, Philadelphia.

Bulova Watch Co., New York, opened and closed the day's transmissions on this station with a visual adaptation of its familiar radio time signal. A standard test pattern, fitted with hands like a clock and bearing the name of the sponsor, ticked off a full minute at 2:30 p.m. and 11 p.m. for the edification of the viewers-in. This two-program contract also provides television's first success story, for following the opening day's test the sponsor immediately signed up for daily time-signals for the standard 13-week period.

Sun Oil Co., Philadelphia, telecast the regular evening news broadcast of Lowell Thomas as it also went out to listeners over the Blue network, with Hugh James reading the commercials from a desk piled high with cans of the product. This program, sponsored as an opening day special, was placed through Roche, Williams & Cunnyngham, Chicago.

Relic

POSTSCRIPTS on the letter sent to advertisesr and agencies by Alfred H. Morton, NBC vice-president in charge of television, along with the NBC television rate card, reads: "Preserve this card for posterity! Since its is the first television rate card ever produced, we're warning you that someday it might be worth money!"

Lever Bros Co., Cambridge, Mass., treated the audience to a sight-and-sound version of its radio program, *Uncle Jim's Question Bee*, with the commercials presented by Aunt Jennie, star of another Lever series. For her first commercial, Aunt Jennie told of compliments her cooking has received since she started using Spry, demonstrating her remarks about its quality by opening a can and displaying its contents to the audience.

At the close of the program she cut and served to the cast and the contestants on the show an appetizing chocolate cake. While they ad libbed their appreciation, including several requests for second helpings, Aunt Jennie got in a couple of short conversational plugs for Spry. This one-time test program, handled by Ruthrauff & Ryan, New York, effectively demonstrated the ease with which television can put over a hard-hitting direct sales message.

P & G Program

Procter & Gamble Co., Cincinnati, presented an adaptation of one of its programs, *Truth or Consequences*, ideally adapted to the medium with its comic situations.

The commercials told the familiar "red hands" story. The camera presented a close-up of a pair of hands, red and rough from dishwashing, then dollied back to reveal a woman and a boy with a basket of groceries, including three cakes of soap.

The woman told the boy to take the two cakes of Ivory to the bathroom and to put the laundry soap on the sink for dishwashing. Then the scene was repeated with another pair of hands, this time all three cakes of soap were Ivory, pointing an obvious moral. Contestants on this show received large cakes of Ivory, whose labels were plainly visible to the audience. Compton Adv., New York, handled the program.

In addition, WNBT during the afternoon telecast the Dodgers-Phillies baseball game and in the evening put on USO program and a condensed version of a satire on Army life, written, produced and performed by the privates and noncoms of Ft. Monmounth, N. J.

Although beset by technical difficulties which threatened to halt the proceedings, both WCBW and W2XWV pushed through to get programs on the air on July 1. The DuMont engineers, unable to make the necessary changes in their antenna in the time allotted, rigged up a substitute temporary mast which, although not transmitting as powerful a signal, sent out pictures and sound which were clearly received by set-owners as far away as Passaic, N. J. This station's two-hour evening program included both live and film entertainment.

Troubles Galore

CBS engineers, hampered but not stopped by a broken camera circuit and the failure of the fluorescent lighting system shortly before time for the afternoon program, got WCBW on the air on schedule. Highspot of the afternoon program was a dancing lesson given to a boy and girl by Arthur Murray instructors.

Other entertainment included a newscast, with a large map behind the announcer that reversed on a central pivot to permit an immediate change of geography in keeping with the locale of the news, and a children's story-telling program, with the story illustrated by an artist drawing his sketches as the audience watched and listened.

In the evening, after further camera trouble, WCBW presented a blues singer, the first of a scheduled series on the Metropolitan Museum of Art, introduced by the museum's director, Francis Henry Taylor, and Bob Edge interviewing sports celebrities.

Commercialization naturally means unionization and by the opening day both NBC and CBS included members of the International Alliance of Theatrical Stage Employes in their television staffs. CBS had signed a contract with the IATSE some weeks before and while the NBC contract was still being negotiated, with several points of dispute still unsettled, the union's members were already at work. A three-man crew is assigned to each program, including a carpenter, electrician and property man.

NBC-Brooklyn Fights

NBC GETS exclusive broadcasting rights to fights at Ebbetts Field, Brooklyn, by a contract signed Thursday. Contract covers six fights to be staged between July 8 and Oct. 1 and includes an option on all fights at the field for three years. NBC in turn has given the exclusive broadcasting rights to Adam Hats, which will sponsor on NBC-Blue when the fights are of network caliber and on WHN, New York, when they are not.

BERNARD N. WALKER, a Charlotte dentist, has applied to the FCC for a local station in Concord, N. C., to operate on 1400 kc. with 250 watts.

Violation of Code Claimed in AFRA Threats to Mutual

WKRC Strike Front Is Quiet Pending Net Board Meeting

THERE WAS little surface change in the AFRA-WKRC-MBS situation last week, following a fruitless conference in Chicago June 27.

In Cincinnati the strikers continued to picket WKRC.

In New York Fred Weber, general manager of MBS, announced that a meeting of the network's board of directors would be held Tuesday, July 8, either in New York or Chicago.

AFRA mailed out its letter to agencies, previously approved by the union's executive committee but held up pending the outcome of the Friday conference [BROADCASTING, June 30], notifying the agencies that as of July 12 no AFRA member would be allowed to work on MBS network commercial programs going to WKRC. Deadline date had originally been set for July 7, but was postponed to provide for the possibility of action at the MBS board meeting July 8.

Code Provision

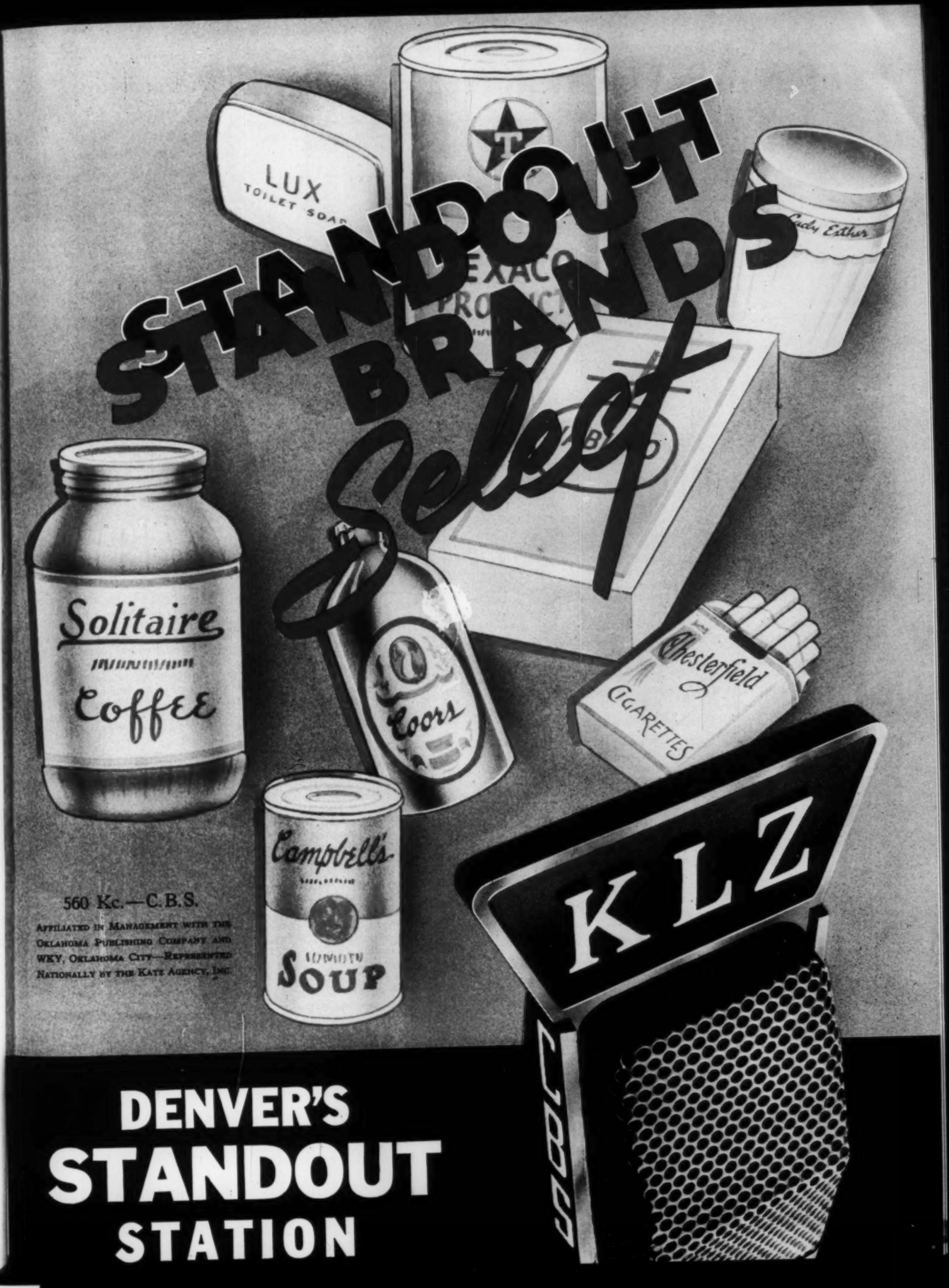
In the background, however, the principals and their attorneys were delving into the legal aspects of the situation, which is unparalleled in broadcasting history. A year ago, when several radio stations were having difficulty in negotiating agreements with the AFM locals in their cities, James C. Petrillo, AFM president, ordered his members not to perform for network remote pickups from hotels and night clubs which were fed to the stations in question, as a method of depriving the recalcitrant stations of their late evening dance music from the network as well as locally. But the AFM made no attempt to interfere with the network commercial programs, nor even with sustaining musical shows originating in network studios.

The opinion was expressed that by ordering programs from MBS to prevent them from being broadcast by WKRC, AFRA is striking at innocent parties in order to hurt the one it has declared unfair. Such action, it was pointed out, is in direct violation of one of the provisions of the AFRA Code of Fair Practice, which reads:

"So long as the producer performs this code, AFRA will not strike against the producer as to the performers covered by this Code in the field covered by this code. To the extent AFRA has agreed not to strike, it will order its members to perform their contracts with the producer. This paragraph only applies to producers who sign this code."

AFRA has said this clause does

(*Continued on page 46*)


STANDOUT
BRANDS
Select
LUX
TOILET SOAP
TEXACO
PRODUCTS
Lady Esther
Solitaire
Coffee
Coors
Chesterfield
CIGARETTES
Campbell's
TOMATO
SOUP
KLZ
CBS

560 Kc.—C.B.S.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

DENVER'S STANDOUT STATION

Conferences May Halt Network Rules

Net Heads, Wheeler and Craney Meet; NAB Change Rumored

ULTIMATE fate of the FCC's chain-monopoly regulations remained in doubt last week, though all signs pointed to postponement of the Aug. 2 effective date.

Without advance notice or fanfare, an informal conference was held in Washington last Monday, in which Chairman Wheeler, (D-Mont.), of the Senate Interstate Commerce Committee, participated. Present at the session, in addition to Senator Wheeler, were President Niles Trammell and Vice-President Frank M. Russell, of NBC; President William S. Paley and Vice-President Harry C. Butcher, of CBS; Fred Weber, general manager, and Louis G. Caldwell, chief counsel, of MBS; and Ed B. Craney, general manager of KGIR, Butte, who was host.

More Sessions Likely

While no word came from the session, it is thought the whole matter of broadcast regulation was discussed, particularly in the light of testimony during the three weeks of hearings on the White Resolution. When the hearings recessed June 20, at the call of the chair, it was understood Chairman Fly would return—probably about July 8—to present rebuttal argument.

It is entirely possible, it is conjectured, that Chairman Fly will not reappear but that conferences may be held during the next week or ten days on broadcast regulation and new legislation. Chairman Wheeler, from the outset, has advocated the conference method, and urged both the FCC and broadcasters to remove the "heat" from the controversy.

In some quarters, it was believed an agreement on postponement of the eight regulations, affecting the whole commercial broadcast structure, might be procured, particularly while the White Resolution, calling for a full-dress investigation of broadcasting and for a stay of the regulations, is pending before the committee. It was evident, however, that nothing tangible would develop until after the July 4 holiday weekend.

Meanwhile, reports became current that a movement is afoot to reorganize the NAB, primarily as an outgrowth of the monopoly situation. In addition to the resignations of nearly a dozen stations from the trade association since the development of the monopoly controversy, it was reported that a substantial group of stations are contemplating concerted action in resigning from the trade association, in protest against the position taken by President Neville Miller on the chain-monopoly proceedings.

Resignations are being solicited, it is reported, on the purported ground that the NAB has not represented independent stations, but rather has reflected the viewpoints of the major networks in the current controversy. The criticism is largely directed against President Miller, who joined NAB in 1938 as its first president at $25,000 per year, plus $5,000 in allowances. His salary was increased by $10,000 at the San Francisco convention of the NAB in 1940 and his contract was extended from 1942 until 1944, at the NAB convention in St. Louis last May as a vote of confidence in the position he had taken both in connection with the monopoly regulations and the copyright controversy.

Nine Have Resigned

Among stations which already have resigned from the NAB in protest against President Miller are WOR, WGN, KHJ and WFBR, on behalf of MBS; KGIR, Butte, and KFPY, Spokane, because of the St. Louis convention episode involving Chairman Fly; KSTP, St. Paul, and WTMJ, Milwaukee, because they were out of sympathy with its policies even prior to the convention, and WOL, Washington, which resigned within the last fortnight because of the "undemocratic treatment" of the NAB in handling reports on the network monopoly hearings.

What the outcome of the new conversations on the chain-monopoly regulations will be is problematical. While Chairman Fly has made no formal statement, he observed at his press conference last week that he doubted whether he would "go back to the Hill" for further testimony on the White Resolution, since he had received no instructions from the committee.

If the preliminary conversations do not yield a basis for reappraisal of the whole situation, it is assumed Chairman Fly will appear for his rebuttal testimony, though it may be later than the week of July 7.

In any event, one point appeared certain—that the regulations would not become effective Aug. 2 and that the Commission, presumably on its own motion, will extend the effective date. Chairman Fly, in his lengthy testimony before the committee, indicated that ample time would be given the industry to comply with the regulations. Since no tangible steps have been taken by the networks toward revision of contracts and compliance in the light of the unfinished state of the White Resolution hearings, a postponement is regarded as practically automatic.

The FCC, it is assumed, would not permit service to the public to be impaired, particularly while a legislative matter is pending in Congress involving these regulations.

THEY WERE IN THE ARMY THEN

One of a Series

TRIO OF WESTERNERS who did their duty during the 1917-1918 unpleasantness, all of them now prominent broadcast executives. For identifications and service records, see page 38.

Hams' Calls

ACTING on a request of the War and Navy Departments, the FCC June 24 authorized distinctive call letters for the Washington control stations of the Army and Navy amateur system networks. W3XCL, control station for the Army Amateur System network will be W3USA, and a new station designed for Naval amateur activities will be assigned W3USN. Purpose is to enable hams in the Reserve Service to better identify network control stations, particularly in the present emergency.

THE LIBRARY of the late Frederic William Wile, famed newscaster and correspondent, has been presented by his widow to the War Dept., which will distribute the 1,500 volumes and scrapbooks chiefly to the War College at Washington and the Military Academy at West Point.

Advertising Probe Planned in Senate

Sen. Murray to Collect Data On Small Business Firms

AS PART of its studies to alleviate problems of small business enterprises a special Senate committee headed by Senator Murray (D-Mont.) within a few weeks plans to canvass advertisers of the country for their reactions to alleged problems arising for small entrepreneurs from large-scale advertising activities of big companies.

Questionnaires probably will be distributed to advertisers between Aug. 1 and Aug. 15, according to Charles G. Daughters, clerk of the special committee.

In addition to the advertising survey, the committee is planning studies covering the problems of small business risk capital and banking credit, transportation rate discrimination against small business, trade diversions, trend of court interpretations of the Sherman Anti-Trust Act, and problems of increasing sales and efficiency of operations.

Too Many Reports

Indicative of the type of service sought by the committee is a recent recommendation favoring coordination of Federal reporting services to meet complaints of small businessmen of a "duplication and multiplicity of reports required by Federal agencies", it was indicated.

The questionnaire, now being developed, is designed to give advertisers in all categories an opportunity to develop their views on the effect of large-scale advertising campaigns on small business. Upon completion of the survey, hearings are planned to amplify the findings.

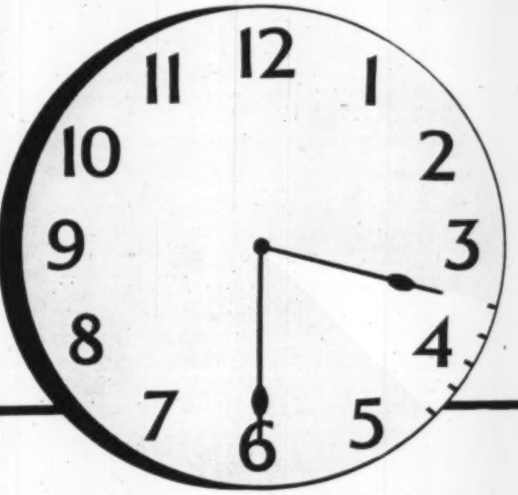
Members of the special committee include Senators Murray, chairman, Maloney (D-Conn.), Mead (D-N.Y.), Ellender (D-La.), Stewart (D-Tenn.), Capper (R-Kan.) and Taft (R-O.). Mr. Daughters, clerk of the committee, formerly was associated with Rep. Wright Patman (D-Tex.), well-known in business circles for his anti-chain store legislative campaign.

Army Seeks Scripts

AN APPEAL to radio writers as well as those in the motion picture field to donate material for entertaining trainees and soldiers in Army camps has been made by the writers committee of the Motion Picture Defense Committee. Several shows with top name radio and film talent have already been staged at various Army camps for the trainees and soldiers. Material should be sent to Robert Riskin, care of Warner Bros. Studio.

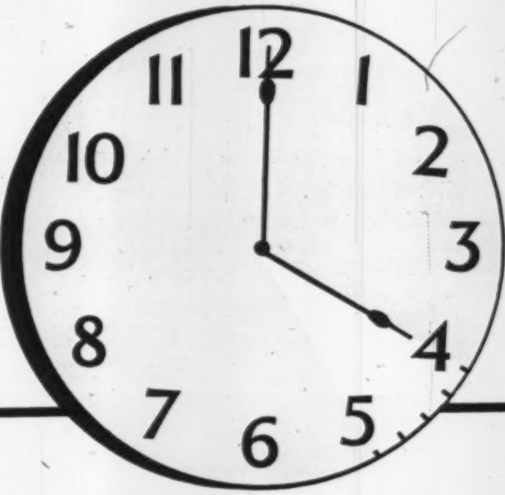
BMI has announced that it has some extra copies of the first volume of its BMI Index, which will be sent to any subscribers writing for them. Only charge will be COD postage.

New Baseball Surveys Show Overwhelming Preference for WWJ



SATURDAY, JUNE 7, 1941*
During Ball Game

Period	% Radios On	% Tuned to WWJ
3:30 to 3:45	37.3%	95.8%
3:45 to 4:00	37.5%	97.3%
4:00 to 4:15	39.9%	90.5%
4:15 to 4:30	38.9%	91.2%



SUNDAY, JUNE 8, 1941*
During Ball Game

Period	% Radios On	% Tuned to WWJ
4:00 to 4:15	48.2%	91.8%
4:15 to 4:30	48.0%	92.0%
4:30 to 4:45	46.8%	94.5%
4:45 to 5:00	46.4%	94.9%

LOOKING TO THE FUTURE

WWJ

America's Pioneer Radio Station

Pioneers Again

WITH FREQUENCY MODULATION

W 45 D

First FM Broadcasting Station in Michigan

NOW ON THE AIR

More than 90% of all the radios in use in Detroit were tuned to WWJ during the base ball game broadcasts on the days of these surveys. This is more proof of the great popularity of this station in the vast Detroit market.

Investigate the exceptional sales opportunities offered by Detroit and WWJ without delay!

**Surveys conducted by Hooper-Holmes Bureau, Inc.*

WWJ

National Representatives

George P. Hollingbery Company

New York -:- Chicago -:- Atlanta
San Francisco -:- Los Angeles

America's Pioneer Broadcasting Station
Member NBC Basic Red Network

FCC Defines Issues in Press Hearing

Further Postponement May Be Requested By Hough Group

ISSUED as an amplification of its Order No. 79, calling for hearings on newspaper ownership of radio stations, the FCC has tabulated a 10-point bill of particulars for the hearings in the form of a supplemental order (79A) which sets forth the subject matter of the hearings now scheduled to start July 23.

At the same time the Commission, which will sit en banc to hear the testimony, announced procedure for the introduction of evidence which requires that written requests for permission to appear be filed within five days of the hearing opening, or by July 18.

Want Postponement

With some of the commissioners eager to take vacations from the sweltering Washington heat, a movement was on foot to secure a postponement of the opening of the hearings, and the Press-Radio Committee, representing the newspaper-radio interests, is expected to petition the Commission again for a postponement until Sept. 15. This was the date originally asked, but the request was turned down.

The Press-Radio Committee, headed by Harold Hough, of the *Fort Worth Star-Telegram* (WBAP-KGKO), is expected through its counsel to ask for the postponement on the grounds that it has had insufficient time to prepare its case. Though Order 79 was promulgated March 20, the bill of particulars was not made available until July 1. Even the Commission's own fact-finding questionnaire [see story in adjoining column] did not go into the mails until June 28, giving stations only until July 12 to submit their replies. The 800 or more replies, it is believed, will require more than 11 days to study and collate.

Need More Time

It is understood that there is little disposition on the part of Chairman Fly to grant the postponement, but his own Law Department may require more time. David Lloyd, attorney, has been assigned to handle the press-radio data under the direction of Tom Harris, senior assistant general counsel, but General Counsel Telford Taylor is expected to play an important part in the conduct of the hearings themselves.

The Press-Radio Committee will be represented by former Judge Thomas D. Thacher, Sydney M. Kaye and Abe M. Herman, as counsel.

Order No. 79A begins with this preamble to its 10 points: "Whereas, the Commission by Order No. 79 (March 20, 1941) directed that an investigation be undertaken to determine what statement of policy or rules, if any, should be issued concerning applications for high frequency broadcast stations (FM) with which are associated persons also associated with the publication of one or more newspapers, and that public hearings with respect thereto be held at such times and such places as the Commission may direct, and that such investigation and public hearings shall also include consideration of statements of policy or rules, if any, which should be issued concerning future acquisition of standard broadcast stations by newspapers;

"Now, therefore, it is ordered that, pursuant to the aforesaid order, testimony and other evidence be taken with reference to the following matters, in addition to such others matters as the Commission may from time to time direct . . ." There follows the 10 points [see box at top of this page].

Plan of Procedure

In its statement regarding procedure, the Commission states the purpose of the hearings is "to obtain information necessary and helpful to the Commission in the determination of its policies, the carrying out of its duties, and if need be, the formulation of rules and regulations or recommendations to Congress." The procedure is set forth as follows:

I. *Appearances for the purpose of introducing evidence*—Persons desiring to be heard by the Commission with reference to the investigation conducted under Order No. 79 shall file with the Secretary of the Commission petitions or letters setting forth the position and interest of the petitioner in the proceedings, the evidence or information which the petitioner desires to present or adduce, the pertinency and relevance of such evidence or testimony to the matters designated by the Commission in supplemental Order No. 79A, the names of, and other important facts pertaining to the witnesses which the petitioner desires to call, and the volume and character of the documentary evidence which the petitioner desires to present.

Such written request shall be filed not later than the fifth day before the day on which hearings are scheduled to begin.

Such petitions or letters also should show that the proposed appearance will bring before the Commission evidence and testimony of a character which will inform and enlighten the Commission with regard to the considerations of public interest involved in the investigation ordered under Order No. 79 and the specific matters set forth in supplemental Order

(*Continued on page 16*)

Subject Matter of FCC Hearings On Newspaper-Radio Issue

(Under Order No. 79A)

THESE are the subjects of testimony and other evidence to be heard by the FCC at its forthcoming newspaper-radio hearings, as set forth in its supplemental Order No. 79A:

1. To what extent broadcast stations are at present associated with persons also associated with publication of one or more newspapers, the classification (in terms of power, location, network affiliation, etc.) of broadcast stations so associated, the circumstances surrounding such association, and the tendency toward such association in the future.

2. Whether joint association of newspapers and broadcast stations tends or may tend to prejudice the free and fair presentation of public issues and information over the air, or to cause editorial bias or distortion, or to inject editorial policy or attitude into the public service rendered by broadcast stations as a medium of public communication.

3. Whether joint association of newspapers and broadcast stations tends or may tend to restrict or distort the broadcasting of news, or to limit the sources of news to the public, or to affect adversely the relation between newsgathering services and broadcast stations.

4. Whether the joint association of newspapers and broadcast stations has or may have any effect upon freedom of access to the radio forum, for the discussion of public issues.

5. Whether the joint association of newspapers and broadcast stations tends or may tend to lessen or increase competition among broadcast stations or to result in the monopolization of local broadcast facilities.

6. Whether the joint association of newspapers and broadcast stations tends or may tend to increase or decrease concentration of control over broadcast facilities or the use thereof.

7. Whether the joint association of newspapers and broadcast stations constitutes or may constitute an undue concentration of control over the principal media for public communication.

8. Whether joint association of newspapers and broadcast stations tends or may tend to result in the utilization of improved facilities and skilled, experienced personnel for the procuring and dissemination of information and opinion by broadcast stations.

9. Whether joint association of newspapers and broadcast stations tends or may tend to insure greater economic stability for broadcast stations and to encourage the maximum technological development of radio.

10. What considerations influence newspaper interests to acquire broadcast stations.

FCC Press Prober

THAT an FCC investigator called on United Press early last month to gather data in connection with newspapers and radio, was disclosed in New York last week. UP officials were asked the extent of the UP wire system, number of stations and newspapers subscribing, etc. Information was also sought on combination newspaper-radio contracts and exclusive contracts, neither of which UP stated it has, and the investigator was informed that UP serves Lowell Thomas, H. V. Kaltenborn, Elmer Davis, Raymond Gram Swing and other commentators directly.

FCC Query Seeks News, Personnel And Business Data

Long Form to Elicit Intimate Press-Broadcast Facts

DELVING deeply into the news, personnel and business relationships of radio stations and newspapers, the FCC last week addressed a 14-page mimeographed questionnaire to all broadcasting stations, containing 10 questions and numerous sub-questions designed to elicit "information concerning the present relations between standard broadcast station licensees and newspapers in their respective communities or service areas."

Whether or not the station is associated with a newspaper, it is asked to return the completed questionnaires not later than Saturday, July 12, since the data are to be used in connection with the forthcoming newspaper ownership hearings under Order No. 79, now scheduled to start July 23.

Free Publicity

Question 1 asks for a list of "all local and out-of-town newspapers which are customarily read by listeners in your primary service area for news of local community interest."

Question 2 asks which newspapers carry the station's program listings without charge; which newspapers refuse to carry program listings except on a paid basis; whether trade deals for listings exist; how the station keeps the public informed of its programs if no newspaper prints its programs, etc. Detailed breakdowns of listing methods, including the question whether sponsors are mentioned and whether the station's program listings "receive the same space and typographical emphasis as other stations," are also required.

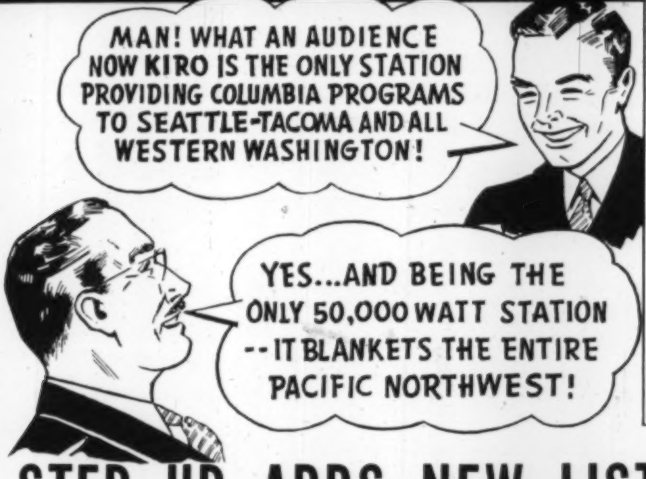
Question 3 asks for a listing of all local or out-of-town newspapers with which the station has arrangements, agreements or understandings since July 1, 1936 with respect to (1) solicitation of advertising, (2) joint rates, discounts or refunds to advertisers using both station and newspaper, (3) free space or free time in one medium for those purchasing advertising in the other, (4) rates for space and time charged advertisers, (5) availability of newspaper's merchandising service to radio advertisers, (6) newspaper publicity concerning programs carried by the station, (7) any other agreements or understanding relating to advertising. If there are written agreements, copies are to be attached.

Question 4 asks whether any local newspaper carries display advertising concerning the station or its programs; whether this is paid for; whether any local newspaper

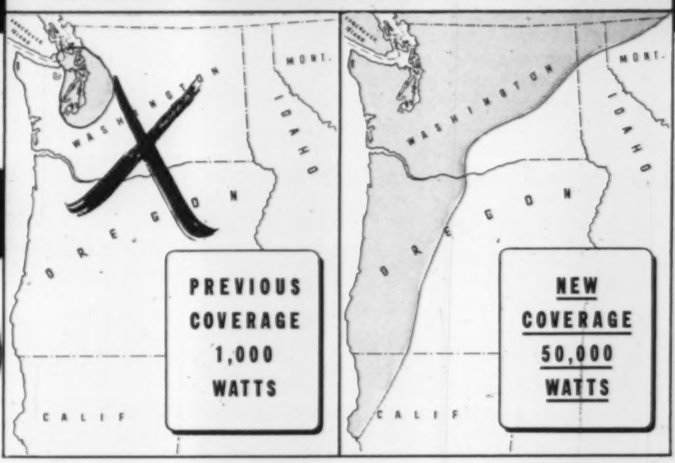
(*Continued on page 24*)

Now! KIRO SEATTLE 50,000 WATTS!

DAY and NIGHT
710 KILOCYCLES


MAN! WHAT AN AUDIENCE NOW KIRO IS THE ONLY STATION PROVIDING COLUMBIA PROGRAMS TO SEATTLE-TACOMA AND ALL WESTERN WASHINGTON!
YES...AND BEING THE ONLY 50,000 WATT STATION --IT BLANKETS THE ENTIRE PACIFIC NORTHWEST!

KIRO NIGHTIME SERVICE


MONT.
WASHINGTON
IDAHO
OREGON
CALIF
PREVIOUS COVERAGE 1,000 WATTS
MONT.
WASHINGTON
IDAHO
OREGON
CALIF
NEW COVERAGE 50,000 WATTS

STEP-UP ADDS NEW LISTENERS . . . GIVES LARGEST COVERAGE OF ANY STATION IN PACIFIC NORTHWEST

New Western Electric Equipment with Directional Antenna Further Intensifies Signal in Population Centers!

KIRO has increased its power to 50,000 watts—and what's more—KIRO's particularly designed directional antenna sends *112,000 watts over salt water* towards the major population centers. At 710 KILOCYCLES, that means C-O-V-E-R-A-G-E! Take a look at the new 50,000 watt coverage map of KIRO. See for yourself why KIRO is the most economical buy . . . the outstanding station in the Pacific Northwest!

Free **SEVEN IMPORTANT CITIES IN ALASKA AND CANADA**

Tests show the new 50,000 watt power of KIRO covers the cities of Vancouver, Victoria and Prince Rupert, British Columbia; Calgary and Edmonton, Alberta; and provides a strong signal (0.5 MV/M or more) as far north as Ketchikan and Wrangell, Alaska. Seven important cities that cost you nothing. KIRO rates are based only on United States coverage!

KIRO

50,000 WATTS · SEATTLE

Represented Nationally by **FREE & PETERS, Inc.**

CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO	LOS ANGELES	ATLANTA
180 N. Michigan	247 Park Ave.	New Center Bldg.	111 Sutter	650 S. Grand	322 Palmer Bldg.
Franklin 6373	Plaza 5-4131	Trinity 2-8444	Sutter 4353	Vandike 0569	Main 5667

XUM

"Yours Truly,
NORMAN ROSS"

Here is a real radio opportunity!
WENR's great participation hour, featuring Chicago's famous, friendly salesman, NORMAN ROSS, in his own program of entertaining recorded music, insures maximum results from a minimum expenditure. Broadcast Monday through Friday 4:00–4:30 P. M.

14 satisfied clients have participated in this program since it was inaugurated less than a year ago.

NORMAN ROSS, who counts among his past and present satisfied clients a large number of prominent advertisers, will apply his unique sales ability to your product in one to fifteen minute units as many times a week as you desire, AT A PRICE THAT WILL FIT LIMITED BUDGETS.

NORMAN ROSS, together with Station WENR—the 50,000 watt key station of the NBC Blue Network, famous for its features and responsive audience, will produce for you greater sales and profits with less effort in America's second largest market—Chicago.

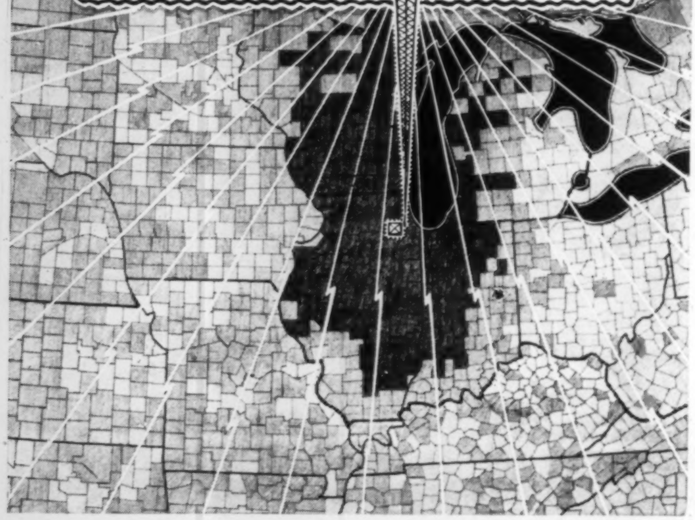
Phone or write for detailed information about "YOURS TRULY, NORMAN ROSS" and Station WENR, with the assurance

☆

YOU GET MORE FOR LESS ON

WENR
Chicago

Represented Nationally by NBC Spot Offices in
NEW YORK BOSTON CHICAGO WASHINGTON DENVER
SAN FRANCISCO HOLLYWOOD CLEVELAND



OATH OF ALLEGIANCE
All Radio Joins Ceremonies On Independence Day

WITH radio leading the way, the nation paused briefly during Fourth of July celebrations to voice American allegiance. Cooperating in arrangements developed by the NAB, stations all over the country during a 10-minute afternoon period tied in on network lines to carry a brief address by President Roosevelt, listeners joining him as he repeated the oath of allegiance to the United States, rededicating themselves to their country.

In addition to local promotion of the idea with spot announcements for several days preceding the July 4 broadcast, several unusual schemes to extend coverage were developed by many operators. John Shepard 3d, president of Yankee and Colonial Network, arranged with the management of the Boston Braves baseball park and Suffolk Downs racetrack to pipe the broadcast to the holiday sports crowds. WGN, Chicago, piped the broadcast to the p.a. system of Wrigley Field, during the Chicago Cubs game, and WTCU, Minneapolis, to Lexington Ball Park in St. Paul. The brief program also was piped to fans at other big league games, including Philadelphia, where WIP handled the pickup. The broadcast was carried to other local celebrations over the country on public address systems, with some stations transcribing for representation during evening celebrations.

Press Hearing

(*Continued from page 14*)

No. 79A. In the interests of an expeditious hearing and of a complete survey of the matters under investigation, the Commission will be disposed to avoid if possible the introduction of purely cumulative or repetitious evidence or testimony.

II. *Other Appearances*—Since the sole purpose of these hearings is to obtain evidence and information, there will be no need for appearances or representation at the hearings other than for the purpose of presenting evidence, facts, or legal considerations to the Commission. The Commission, therefore will not permit appearances for other than the above-described purposes.

III. *Calling of Witnesses by the Commission*—The Commission will call witnesses in its discretion to present various sides of the problem. It will also introduce exhibits and documentary evidence and invite others to introduce such evidence as occasion requires.

IV. *Appearances after Hearings have begun*—Persons who have not submitted written requests to appear in the proceedings or who have not been granted permission so to appear may, if they feel that any testimony taken during the proceedings has been injurious to their reputation or character or affects matters of which they have immediate knowledge and concerning which they have additional or contradictory evidence of value to the Commission, file with the Commission in writing a petition or letter stating fully the matters which affect them personally or matters of which they have personal knowledge or additional information which they believe the Commission should have, and requesting opportunity to be heard concerning those matters or to call additional witnesses concerning them. Such requests shall set forth the same matters and be subject to the same considerations as those described in section I hereof. The Commission shall make such disposition of such petitions or letters as shall in its judgment best serve the purposes of the hearing and equitable treatment of such petitioners.

V. *Order of the Hearings*—The Commission will exercise full discretion with regard to the order of witnesses and the order in which testimony and exhibits shall be presented.

EXCLUSIVE Radio Features, Toronto. has moved to larger quarters at 394 Bay St., phone Adelaide 3621.

Craney Criticizes Net ASCAP Plans

Says Percentage Basis Would Amount to Capitulation

FIRST OUTSPOKEN opposition to the copyright formulas proposed by NBC and CBS for return of ASCAP music to the major networks, embracing provisions whereby affiliates would reimburse the networks for ASCAP music clearance, came last week from Ed Craney, director of KGIR, Butte, a leader of the independents in the copyright fight.

In Washington last Tuesday, Mr. Craney said he was perfectly willing to negotiate a new agreement with NBC as an affiliate but that he is not willing to pay anything on a percentage basis "for ASCAP or for any other program commodity".

If a network can pass the cost of ASCAP music along to the affiliate, Mr. Craney declared, it might be the forerunner of similar innovations affecting BMI, SESAC, AMP, Society of Jewish Authors & Composers, American Federation of Musicians and, in fact, practically all other costs, save those of personnel.

Dollars vs. Principle?

Mr. Craney also loosed a blast against the industry for capitulating to what amounts to a blanket ASCAP contract rather than the "use method of payment, for which broadcasters have been fighting so many years". He said the current conversations indicate that many broadcasters are "fighting for a dollar sign instead of a principle".

Asserting that broadcasters should not accept blanket contracts containing both minimum and maximum payments to ASCAP, Mr. Craney said in his judgment such a contract "udoubtedly is in violation of the consent decrees entered into by ASCAP and BMI". He said that in his judgment payments for music should be governed by the amount of use made of the commodity. In Montana, he pointed out, his three stations (KGIR, KPFA and KRBM) have been given a per-use payment basis with no minimum guarantee. This contract is for two years only, he declared, pointing out that neither ASCAP nor the broadcaster could be expected to enter a longer term contract on an experimental method. He urged, however, that broadcasters should try out a per-use basis since they have worked for it so long.

Confusion still appears to be the keynote on copyright, despite the lessons that should have been learned during the protracted fight, according to Mr. Craney. He insisted it is a simple thing to keep track of music used and declared the industry is overlooking a great opportunity. The NAB, BMI or ASCAP, he declared, should show broadcasters how a measured service basis can be invoked.

A LITTLE BIRD TOLD US . . .

(P.S. IT WAS AN EARLY BIRD!)

When the sun's still low in the East ...when the dew's still damp on the grass and many an advertiser's still in his downy bed—that's the time when 28 striking shows on 16 great NBC stations are amazingly *low* in cost, amazingly *high* in listener loyalty. And amazingly *productive!*

Maybe it's because folks who get up early are just naturally alert. Or because your message reaches morning minds still clear and uncluttered. Maybe it's because these programs are master-minded by sales-minded *showmen*... Maybe it's because each of these great NBC stations so thoroughly dominates a rich market...

Whatever the reason, these tested morning stars have demonstrated their ability to do a terrific job on these stations so consistently preferred by leading spot and local advertisers. Check the list at the right. Then call your nearest NBC Spot Sales office for the *whole* story!

NBC Key Stations in 11 Vital Markets

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		Westinghouse Stations	
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WMAQ	CHICAGO	KYW	PHILADELPHIA
WENR	CHICAGO	KDKA	PITTSBURGH
KGO	SAN FRANCISCO	WOWO	FT. WAYNE
KPO	SAN FRANCISCO	WGL	FT. WAYNE
WRC	WASHINGTON		
WMAL	WASHINGTON	General Electric Station	
KOA	DENVER		
WTAM	CLEVELAND	WGY	SCHENECTADY

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NATIONAL BROADCASTING COMPANY
A RADIO CORPORATION OF AMERICA SERVICE

"EARLY BIRD SPECIALS"

ON 16 SALES-LEADING STATIONS

Put *your* product on thousands of morning shopping lists in the country's richest markets. Follow through with your nearest NBC Spot Sales Office.

WEAF . . . . . NEW YORK
"Morning in Manhattan" with Pat Barnes, 6:35 to 7:30, Monday through Saturday. "Studio X" with Ralph Dumke and Bud Hulick, 8:30 to 9:00 (E.D.T.) Monday through Friday.

WJZ . . . . . . NEW YORK
"Breakfast in Bedlam" with Ed East and Polly, 7:00 to 7:55 (E.D.T.) Monday through Saturday.

KGO . . . . SAN FRANCISCO
"Musical Clock" with Archie Presby, 6:00 to 7:00—7:15 to 7:30 (P.S.T.) Monday through Saturday.

KPO . . . . SAN FRANCISCO
"Your Timekeeper," Joe Gillespie, 6:00 to 7:00, Monday through Saturday. "Coffee Corner," 7:15 to 7:45 (P.S.T.) Monday through Saturday.

KOA . . . . DENVER
"Alarm Clock Club," 5:30 to 6:30, Monday through Saturday. "Musical Clock," 7:15 to 7:30 (M.S.T.) Tuesday, Thursday and Saturday.

WGL . . . . . FT. WAYNE
"Roundsman" (Musical Clock), 6:00 to 7:30, Monday through Saturday. "Time to Go to Work," 8:30 to 8:45 (C.D.T.) Monday, Tuesday, Thursday and Friday.

WOWO . . . . . FT. WAYNE
"The Morning Roundup," 6:00 to 6:30 (C.D.T.) Monday through Saturday.

WMAQ . . . . . . CHICAGO
"Morning Jubilee," 6:30 to 6:45 (C.D.T.) Monday through Saturday.

KYW . . . . PHILADELPHIA
"R F D 1060," with John Thorpe, 6:30 to 7:00. "KYW Musical Clock" with LeRoy Miller, 7:00 to 9:00 (E.D.T.) Monday through Saturday.

WBZ-WBZA . . NEW ENGLAND
"Sunrise Rodeo," 6:00 to 6:55. "Musical Clock," with Malcolm MacCormack, 7:10 to 7:45. "Morning Toast," 8:15 to 8:45 (E.D.T.) Monday through Saturday.

WMAL . . . . WASHINGTON
"Today's Prelude," 6:00 to 7:00. "Kibitzers," 7:05 to 7:45—8:00 to 9:00 (E.S.T.) Monday through Saturday.

WRC . . . . . WASHINGTON
Gordon Hittenmark, 6:00 to 7:00—7:10 to 8:00—8:05 to 8:45 (E.S.T.) Monday through Saturday.

WGY . . . . . SCHENECTADY
"Musical Clock," 6:45 to 8:30 (E.D.T.) Monday through Saturday.

WTAM . . . . . CLEVELAND
"Sun Up," 6:00 to 6:30. "Pie Plant Pete," 6:30 to 7:00. "Musical Clock," 7:30 to 7:45—8:00 to 8:30 (E.S.T.) Monday through Saturday.

KDKA . . . . . PITTSBURGH
Farm Program, 6:00 to 6:30. "Musical Clock," 7:15 to 8:00. "Melody Time," 8:05 to 8:15. "Musical Clock," 8:30 to 8:45 (E.D.T.) Monday through Saturday.

KIRO, in Seattle, Inaugurates 50 kw., Directional Signal

Prominent Civic and Network Officials at Ceremonies

AS KIRO, Seattle, stepped up its power this week to 50,000 watts on 710 kc., the Pacific Northwest greeted the first maximum power station to operate in that area. The station also became the only outlet providing CBS programs to Seattle, Tacoma and Western Washington.

Guests honoring KIRO at the dedication of the new facilities at the new transmitter site, located on Vashon-Maury Island in Puget Sound, halfway between Seattle and Tacoma, were Gov. Arthur B. Langlie of Washington, Mayor Earl Millikin of Seattle, Mayor Harry P. Cain of Tacoma and the Mayors of many other cities within KIRO's primary service area.

Directional Signal

On hand at the ceremonies representing CBS were Donald W. Thornburgh, vice-president in charge of CBS Pacific Coast operations, and Fox Case, director of special features and public events for KNX-CBS, Hollywood. J. C. Gude, station relations manager for the network, and Bill Lodge, manager-in-charge of the CBS radio frequency division, also journeyed from New York for the celebration.

The KIRO plant is unique in that it is the only 50 kw. operation west of the Mississippi River using a directional antenna system. The transmitter is a Western Electric 407-A-1, and is housed in a fireproof, reinforced concrete building. The antenna system consists of two 526-foot structural steel Lehigh guyed radiators, installed in a directional system to emit North and South. The ground system consists of 21 miles of one-inch copper ribbon, plowed 12 inches deep, fanning out in 120 separate radials 420 feet in length from each tower. The towers are fed by 2½-inch concentric transmission lines, in which is sealed nitrogen gas under pressure.

While two alternate submarine cables practically assure uninterrupted power service, KIRO has installed a gasoline driven standby power generating plant, for use in case of total power failure. Likewise, to guard against possible failure of the submarine cable telephone lines which bring the programs to the island transmitter site from KIRO's Seattle studios, the station has set up emergency shortwave transmitter and receiver equipment, to form a radio program channel to the island.

KIRO was founded in 1935 and is owned and operated by the Queen City Broadcasting Co., of which Louis K. Lear is president. Saul Haas and John Hagen are vice-presidents, and H. J. (Tubby) Quilliam is vice-president and general manager.

NEW 50 KW. PLANT of KIRO, Seattle, placed in operation this week, is located on an island in Puget Sound, halfway between Seattle and Tacoma. Its two 526-foot towers are described as the only 50-kw. directional west of the Mississippi.

Army Seeking Technicians to Operate Radio Devices for Location of Planes

A NEW plea for radio technicians to operate radio aircraft detectors, this time from the United States, came to light June 29 with announcement by the War Department that radiolocators similar to those used in Great Britain will be installed along the American coastline and at U. S. overseas bases. The War Department announced that qualified technicians accepted for active service would immediately be granted reserve commissions as second lieutenants in the Army Signal Corps.

Although an initial recruiting of 500 officers was all that was mentioned in the War Department announcement, it is understood from 2,000 to 3,000 officers may be needed eventually for this work. The announcement emphasized the opportunity for young technicians to qualify quickly for a reserve commission in the Army, with prospect for advancement as the radio detector installation grows more widespread.

Quick Response

A fortnight ago Great Britain started a recruiting drive to secure American volunteers for civilian jobs operating the rapidly developing system of radiolocator stations in the British Isles. Lively response is reported, with American technical organizations cooperating in the effort. The British recruiting drive was endorsed by President Roosevelt and American defense leaders.

According to the War Department, applicants for the Signal Corps commissions must be graduate electrical engineers with radio experience, or electronic physicists, unmarried and without dependents, physically qualified and between 21 and 36 years of age. Also, they must agree to serve, if necessary, outside continental United States.

Technically qualified men, regardless of their present military status, are eligible for appointment as commissioned officers, the announcement said. Trainees already inducted into the Army under selective service and officers in other branches of the Officers Reserve Corps, as well as civilians, may apply. Successful volunteers, upon receiving commissions, will be stationed at Fort Monmouth, N. J., for a brief course in military instruction before receiving training on equipment used by the aircraft warning units, it was stated.

Although not revealing details of construction and operation of the U. S. detectors, the War Department indicated the equipment operates on the same basic principle as the British radiolocator [BROADCASTING, June 23]. The device spots invading aircraft miles away, determining altitude, direction and distance, allowing interceptor planes to rise and fight before bombers can reach their objective.

It is estimated the British recruiting effort is attracting 500 applicants per day. Just how much this is cutting into the supply of technicians needed by this country is not known, although it is regarded as certain to affect the domestic situation. The Army drive also will have its effect, it is believed.

The networks have reported that the technician personnel problem is becoming acute. It is impossible to get competent technicians to replace those called to active duty, one chief engineer stated. At NBC, out of the New York staff of 25, seven have been called into the armed forces. At CBS, four have been called.

KMOX's Medicine

WHEN the Army takes over the 20-story St. Louis Mart building for a medical depot on Sept. 1, KMOX will be the only large tenant allowed to remain. The new medical depot will occupy more than a million square feet of space in the building, and plans later to add 250,000 square feet. The new depot will serve three-fourths of the Army camps in the country and will be the largest medical depot in the world. Merle S. Jones, manager of KMOX, has announced that plans for enlargement of the studios, which now occupy 40,000 square feet on the second and third floors, are being held in abeyance pending word from Army authorities.

75 STATIONS JOIN ARMY NEWS GROUP

MORE than 75 stations have pledged themselves to the mythical Red, White and Blue Network of the Morale Branch of the War Department in an effort to bring programs of interest to men in the service. News releases and other pertinent War Department information will be supplied weekly.

Many stations have already followed the early morning program format used by Capt. Gordon Hittenmark, of the Morale Branch, on WRC, Washington. Capt. Hittenmark was responsible for the creation of this new network. Stations which have joined in the interest of furthering morale among the soldiers as well as to provide a word picture of Army activities to the civilian listener are:

Alabama, WHMA WJBY; Arizona, KTAR KOY; Arkansas, KARK KLRA; California, KDON KFXM KSFO KYA KJBS KVEC KFSD KXO; District of Columbia, WRC WINX; Florida, WMBR-WFOY WJHP WFLA WDAE; Georgia, WMGA WMAZ WTOC; Illinois, WLS WTAX; Kansas, KCKN WIBW KSAC.

Kentucky, WAVE WHAS; Louisiana, WWL KWKH; Massachusetts, WMEX WHDH WBZ-WBZA WCOP; Michigan, WELL WXYZ WKZO; Mississippi, WCBI; Missouri, KMOX; New Jersey, WTNJ WCAP; New York, WOR; North Carolina, WPTF WGTM WRAL WBT.

Oklahoma, WKY KFGG KVOO; Pennsylvania, WAZL WIBG WIP KDKA KYW; South Carolina, WCSC WIS WFBC WSPA-WORD; Tennessee, WDOD; Texas, KRLD KTSM KROD KLUF KPAB KTSA WBAP-KGKO KPRC; Virginia, WTAR WPID WSVA; Washington, KELO KIRO.

Good U. S. Jobs Open

EXECUTIVES for Government service, to fill jobs ranging from $8,000 down to $3,800 a year, are sought by the Civil Service Commission, Washington, which announced applications would be closed July 21. No written examination is required but applicants must show experience in administrative, scientific or industrial management. A simple card form (4000-ABC) can be obtained at any Commission office or any first or second-class post office. Additional application material will be supplied by the Commission when this form is received.

Campbell Filler

CAMPBELL SOUP Co., Camden, on July 7 is replacing *Fletcher Wiley* on CBS with an open forum program titled *You're the Expert*, with Fred Uttal as m.c. and Adelaide Hawley, CBS women's program conductor, as first week "guest judge". The program, to be heard five times weekly for the four-week period of Wiley's vacation, will use two questions per day as sent in by listeners for discussion by members of the studio audience. Cash prizes will be awarded for the best answer, the second best and the four runners-up. Ward Wheelock Agency, Philadelphia, handles the account.

Disc Firm Changes Name

GENERAL SOUND Corp. is the new name of Time Abroad Inc.-Brinckerhoff Studios, New York recording firm. The firm was originally formed in 1937 to handle foreign radio activities, including time placement and programming, but soon went into the transcription field. Announcement of the change was made by Time, Inc. Operation continues under direction of E. V. Brickerhoff and Edgar P. Kampf.

WLAC

NASHVILLE'S

CBS OUTLET WILL GO THIS FALL TO

50,000 WATTS

providing full coverage of America's fastest-growing industrial area—the great

Tennessee Valley

RESERVE YOUR SEAT ON THE BANDWAGON *NOW!*

J. T. WARD, Owner
F. C. SOWELL, Manager

PAUL H. RAYMER CO.,
National Representatives

TRANSFER OF WFTL TOHORTONGRANTED

ON ASSURANCES that the purchaser has "divested himself of all newspaper association", the FCC on July 1 authorized the transfer of WFTL, Fort Lauderdale, Fla., to Ralph A. Horton, formerly a vice-president and stockholder in the *Fort Lauderdale Times*. Mr. Horton, who is also in the real estate business, buys the station for $50,000 from Tom M. Bryan, local contractor who built it and placed it in operation in December, 1939.

Application for transfer of the 250-watt station on 1400 kc. was filed last March, but along with others involving newspaper interests it was placed in the pending file by the FCC until disposition of the projected newspaper-radio hearings. Since then Mr. Horton has advised the Commission that he has no more newspaper holdings, and the case was accordingly withdrawn from the pending file.

Listener Loyalty to a Single Station Noted in Rural Areas by Prof. Summers

A LARGE share of listeners in farm areas concentrate practically all of their listening on a single favorite station, acording to conclusions reached in the fourth annual *Study of Radio Listening Habits in the State of Iowa*, conducted for WHO, Des Moines, by H. B. Summers, Kansas State College, and F. L. Whan, U of Wichita. The station is chosen "either because of its superior signal, or because of a liking for the general program pattern characteristics of that station," according to the survey.

The Iowa listening study was based on personal interviews with men or women during the last two weeks in March, 1941. Of the 9,246 families contacted, 8,761 had radio sets in their homes. Interviewers were students at colleges in Iowa; in most cases they lived in the section where the interviewing was done. As customary, families interviewed were carefully selected.

Checkup Question

A new question in the 1941 Summers survey asked those interviewed to name the station or program to which they listened during each quarter-hour of a four-hour period just previous to the interview.

Since they also were asked to answer questions about which station they listened to most and also heard regularly, the new four-hour question provided a check against other data. Comparison of replies to the two sets of questions, according to Dr. Summers, indicates a close relationship in the figures, tending to confirm their accuracy.

In studying early morning listening, the survey shows that 21.8% of sets are used before 7 a.m.; 45.9% before 7:30 a.m.; 51.9% before 8 a.m.

Analyzing types of programs preferred by Iowa listeners, Prof. Summers lists the choices in this order (percentage of listeners including each form of program material among the five best-liked types): News broadcasts, 77.3; comedians, 71.5; audience participation, 49.2; popular music, 42.7; variety shows, 38.7; complete drama, 33.7; serial drama, 32.2; sports broadcasts, 24.6; old-time music, 23.0; religious music, 22.8; market reports, 19.3; band music, 15.2; talks, coment, 13.1; classical music, 11.1; devotionals, 10.7; talks on farming, 9.1.

The survey, as usual, indicates particular program choices of Iowa listeners. In each case listeners again were asked to name their five favorite programs. The first 25 programs selected were, in this order: Fibber McGee; Aldrich Family; Jack Benny; Bob Hope; WHO News; Chase & Sanborn; Major Bowes Amateurs; Dr. I. Q.; Lux Radio Theater; Kraft Music Hall; Kay Kyser's College; One Man's Family; Pot o' Gold; Ma Perkins; WHO Barn Dance; Battle of the Sexes; Fred Allen; Maxwell House; Mr. District Attorney; Truth or Consequences; Hit Parade; Light of the World; Hymns of All Churches; The Guiding Light; Kate Smith Hour.

The survey, covering 70 pages, also provides information on station loyalty at various times of the day; daytime listening by quarter hours; listening by place of residence, by states and by counties; effect of educational level on program preferences; effect of age; station preferences by counties.

Really Remote

NEW record in remote broadcasts is claimed by Lawrence Heller, manager of WINX, Washington. According to Mr. Heller, the station aired 300 remote broadcasts in the 30 days from May 23 to June 23, including special events, man-in-the-street shows and broadcasts from the local traffic courts.

Curtailed Fund Is Voted For Monitoring Service

CONCURRING in House action cutting requested funds, the Senate last Monday approved an item of $600,000 in the Second Deficiency Appropriation Bill to operate the FCC's new Foreign Broadcast Monitoring Service during fiscal year 1942. FCC Chairman Fly had asked $674,414 at hearings before an appropriation subcommittee. [BROADCASTING, June 16, June 30].

Paring the FBMS appropriation will "squeeze us pretty close", Chairman Fly commented, but probably will not effect the size of FBMS personnel or the amount of equipment used by it, although it will mean reducing certain activities.

W
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N
TONIGHT AT 9 P.M. THE SYMPHONIC HOUR
ROSE BAMPTON AND WILFRED PELLETIER
WGN

KNOWN TO CHICAGOANS AS

a part of Chicago

—as much a part of Chicago and the Chicago landscape as Lincoln Park, the Water Tower, or the Loop.

Chicagoans know WGN not only as the radio voice of Chicago and the Middle West, but also as a physical property to which they point with pride. WGN is a Chicago landmark.

This factor of being "rooted to the community" is a major contribution to WGN's position as "First Station in Chicago and First Chicago Station in the Middle West."

WGN

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220 E. 42nd St.
New York, N. Y.

A CLEAR CHANNEL STATION

50,000 Watts • 720 Kilocycles

MUTUAL BROADCASTING SYSTEM

WGN

Paul H. Raymer Co.
Los Angeles, Cal.
San Francisco, Cal.

Presto makes immediate delivery on Transcription Turntables

SELECT WHAT YOU NEED FROM THESE 5 DUAL-SPEED MODELS

1. Presto 62-A table with lateral reproducer, compensator adjusting frequency response for all makes of records and transcriptions and scratch filter complete in 3-A cabinet. List price **$385.00**

2. Presto 63-A table in 3-A cabinet with provision for mounting Western Electric 9-A vertical-lateral reproducer and selector switch. List price (less pickup) $220.00

All Presto turntables employ a simplified drive system consisting of a live rubber tire on the turntable rim driven by a steel pulley on the motor shaft—only 2 moving parts requiring a simple adjustment 2 or 3 times a year—a design that has proven its excellence during two years of daily service in broadcasting stations.

3. Presto 10-A turntable chassis in 3-A mounting cabinet, less reproducing pickup. List price $220.00

4. Presto 10-A chassis only for replacement of worn or inadequate tables. Mounting dimensions 18" x 19½" x 5". Fits most standard cabinets. List price $155.00

5. Presto 11-A 12" dual-speed turntable chassis for portable or stationary transcription reproducers, excellent for sound effects equipment wherever a compact, high quality table is required. Mounting dimensions 12¾" x 14½" x 5" List price $55.00

Some users of the Presto Transcription Turntable

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Order through your regular radio distributor. Catalog sheets with detailed specifications on request.

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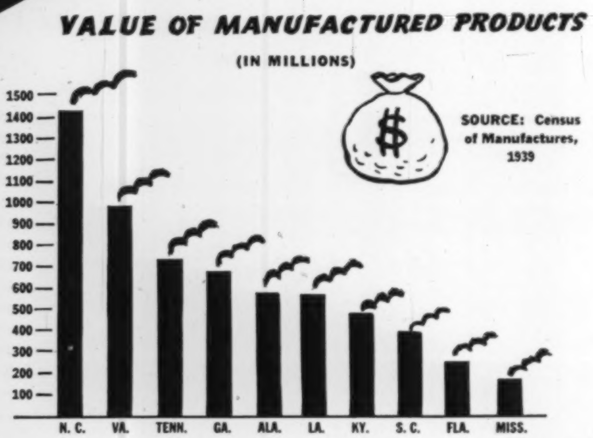


WPTF in Raleigh is NORTH CAROLINA'S NO. 1 SALESMAN!

680 KC NBC Red 50,000 Watts

FREE & PETERS, Inc., National Representatives

IT'S ONLY A MYTH, this White Hat Club formed in Minneapolis by Dr. George W. Young (left), owner and manager of WDGY. But this pure white Borsalino hat that Dr. Young is presenting to C. L. Holt, owner of Holt Motor Co., is the real thing. The club has no officers, no constitution and no bylaws. It honors Minneapolis business pioneers who started out on the well-known shoe string. Mr. Holt was the first charter member.

Bit of Everything

RECORD in versatility is claimed by KOB, Albuquerque, for its Van Haaften. Two years ago Van joined KOB as press operator and part-time announcer. Ten months ago he was voted the favorite announcer of Albuquerque High School students and was awarded a bushel of corn at a school dance. Later he scored a hit with feminine listeners on a local women's program. Eight months ago, as a qualified engineer, he aided in installing KOB's new 50,000-watt transmitter. And in mid-May he was named program director of the station.

Food Firm's Test

J. R. HINES Co., Hogansville, Ga., new to radio, is running a 13-week test campaign on WLAG, LaGrange, Ga. The company manufactures Hines Brunswick Stew and Hines Georgia Hash, canned foods with heavy retail distribution in the Southwest. On WLAG, the company is sponsoring a 30-minute live-talent hillbilly jamboree each Saturday from a local theatre.

Sign Kate 3 Years

GENERAL FOODS Corp., New York, has signed a three-year renewal contract for sponsorship of Kate Smith and her *Variety Hour* on CBS, to extend through June, 1944. Contract is non-cancellable. The program went off the air June 27 for the summer to return in September. The company has sponsored the show since September, 1937. Agency is Young & Rubicam, New York.

Would Sell KBKR

LOUIS P. THORNTON, owner of KBKR, Baker, Ore., has applied to the FCC for permission to dispose of his interest in the station by voluntarily assigning the license to the Baker Broadcasting Co., of which Paul V. and Dorothea E. McElwain, Buick and Chevrolet dealers from Marshfield, Ore., each hold 65½ shares of stock with Glenn E. McCormick, of Eugene, Ore., having 19 shares and Lulu C. McCormick, 1 share.

Materials Marked For Repair Work

Allocation Program Covers Communications Industry

ASSURANCE that materials will be made available for repair and maintenance of broadcasting and telephone and telegraph equipment during the national defense emergency was seen in a priorities allocation program announced July 1 by the Civilian Supply Allocation Division of the Office of Price Administration & Civilian Supply, headed by Leon Henderson. Priority status was established for materials necessary to keep commercial broadcast and communications equipment, as well as equipment in other specified industries, in good working order.

Applies to 26 Industries

The program covers 26 industries and services whose continued operation is essential to public welfare and maintenance of civilian supplies, OPACS explained. Action resulted from growing demands on raw materials for the defense program, which made it difficult for manufacture of repair and maintenance materials and equipment to fill their orders. The effect will be to assure continued operation of essential industries and services which otherwise might have to curtail their operations because of lack of repair parts.

In another move on the defense front, the Office of Production Management recently introduced a new organizational setup for strategic materials, designed to give manufacturers a better opportunity to present their problems of material supply and to speed up OPM action on these problems. Although the new arrangement points toward better relations between Government and business in considering defense priorities, it does not indicate any substantial relief in the distressing supply problem for civilian broadcast equipment manufactures, it is felt.

A commodity section has been established in OPM for specific items, chiefly raw materials such as steel, zinc, nickel and aluminum, which will study the overall picture pertaining to each commodity. Representatives from all industries using these materials will participate. From an individual point of view, industry committees are being established, with representatives of a particular industry making up each separate committee. The organizations will function independently, according to OPM, with the industry committees as purely advisory bodies and the commodity section executing definite actions.

New BMI Music

MAURICE RUSSELL GOUDEY, authority in South American folk music, has been named by Peer International Corp., a BMI member publisher, to set up a catalog of the native Latin American music for the United States. Also available for broadcasting, according to BMI, are the publications of Cundy-Bettoney Co., Boston.

He's A Philadelphian From Delaware!

MEET Commuter Jones of Stanton, Delaware. Though he lives 36 miles from Billy Penn's hat, he's as much a Philadelphian as his boss who walks to the office from Rittenhouse Square.

There are thousands of "Philadelphians from Delaware" and from Maryland and New Jersey too. Most of them are ex-city folk who still work in town and who still retain their big city habits in buying *and in radio listening.*

For most of the Commuters Jones, Philadelphia radio is WCAU*. For only clear channel, all directional WCAU with its 50,000 Watts adequately serve the area in which they live. And that is just one of the many factors that makes WCAU the powerful effective sales medium it is in the Philadelphia market.

WCAU

50,000 WATTS IN ALL DIRECTIONS

THE ONLY 1-A CLEAR CHANNEL STATION IN EASTERN PENNSYLVANIA, DELAWARE, MARYLAND OR NEW JERSEY

Philadelphia • WCAU Building, 1622 Chestnut St.
New York City • CBS Building, 485 Madison Ave.
Chicago, Ill. • Virgil Reiter, 360 N. Michigan Ave.
Boston, Mass. • Bertha Bannon, 15 Little Building
Pacific Coast • Paul H. Raymer Company

WCAU is the most listened to station in all of Delaware. Facts based on 50 mile Reuben Donnelley survey. Details on request.

KFRU
COLUMBIA, MO.

The personality station covering the heart of Missouri. 1370 Kc. 250 Watts. Affiliated with KXOK, St. Louis, Mo.

(U.P.)

THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE

UNITED PRESS

Coming Soon to

WSYR
SYRACUSE

5000
WATTS
at 570 kc.
"*The Perfect*
COMBINATION"

CHNS

THE KEY STATION OF THE
MARITIMES
Is as much a part of Halifax
as the Citadel Hill.

Located as it is in the Capital City, it commands the largest near at hand audience in the Maritimes.

ASK JOE WEED
350 Madison Ave.
New York

FCC Query on Press Issue

(*Continued from page 14*)

refuses to carry such display advertising; whether the newspaper has a regular radio editor, radio department, radio column or radio page; whether the activities of the station are "fairly and accurately handled"; whether any newspaper has refused to give space to press releases or other news concerning the station; whether any exchange deals exist whereby free time is given for station publicity.

News Service Contracts

Question 5 asks for a list of news services used by the station since July 1, 1933; whether any press service has been discontinued and why; whether the services are used by any newspapers or other radio stations in the same locality; whether contracts with press services contain any limitation on the right of the station to use other news services or news sources, or on the right of the news service to supply news to other stations or newspapers in the same locality; whether the contracts contain any provisions which give the news service the right to select or limit the commercial sponsors of news broadcasts using such services; whether the station has ever experienced difficulty in obtaining news from a press service which was already serving newspapers or other radio stations in the community.

Question 6 asks if the station broadcasts any local or regional news; if so, is it obtained from any wire service. Also asked is whether the station relies on newspapers for such news; other sources of such news; description of station's own staff or facilities for gathering and reporting local news; whether sources of local news are used jointly by station and any newspaper.

Editing and Sponsorship

Question 7 asks: (a) If you subscribe to a news service or obtain news from a newspaper, do you use all the regular news as it comes in from that source? (b) If not, explain who does the actual editing and selection of news. (c) Does any newspaper sponsor any regular news broadcast over your station? If so, does the newspaper pay for the sponsorship, or is it a courtesy arrangement? (d) If you carry sponsored news broadcasts, do your agreements with the sponsors give such sponsors the exclusive privilege of sponsoring news broadcasts of any particular type over your station? (e) Do sponsors participate in any way in the participation of script for news broadcasts?

Question 8 asks for a listing of personnel who regularly perform or participate in programs, or who arrange, write or create program material, who are in any way connected with a newspaper.

BLUEST of the bluebloods in Omaha, of course, is the reigning queen of Ak-Sar-Ben, annual festival for which the city is famous and vice versa. Here Her Majesty, Gwendolyn Sachs, appears at the microphone during the Ak-Sar-Ben races. Tom Dailey, covering the event for WOW, handed her a Falstaff commercial when Her Majesty hinted she had announcing ambitions. She read neatly what happened to be a semi-testimonial commercial which Sherman K. Ellis Inc., had figured Tom would read. Queen Gwen is daughter of Dr. Adolph Sachs, noted medico.

Mountain Muffs

TWO fluffs have brightened recent hours at KVOR, Colorado Springs. New version of an old favorite was pulled by Announcer Robin, who introduced Dr. Lewis H. Knapp of the English Department of Colorado College in this manner: "And now, Doctor English of the knapp department". In an ad lib interview, Jimmy Burke, during a department store program, said: "Well, of course, I'm just an interesting bystander."

Question 9 asks: (a) Does the station submit its books, records or accounting procedure in any way for the inspection or supervision of any person who is also an officer or employe of a newspaper? (b) Is authorization by any such person necessary for the payment or disbursement of any funds of the licensee? (c) Does any such person exercise any control over the receipts, bank accounts or funds of the licensee? (d) Is the signature of any such person required with respect to any withdrawals on any bank accounts of the licensee?

Question 10 asks the respondent to check whether any of the following programs are submitted to any person who is an officer or employe of a newspaper for information or approval: Granting of free time by the station for the discussion of public issues, advertising, news broadcasts, other programs, station personnel. The station is also asked, with respect to the items checked, to describe the relation fully, stating the name of the paper and the position of the officer or employe consulted.

Press Ownership Tested at Hearing

WPAY Case Covers Charge of Monopoly in City Election

THE ISSUE of newspaper ownership underwent a preliminary test last Monday during hearings conducted in Washington on the application of Chester A. Thompson, Cleveland financier, to transfer his 50% of WPAY, Portsmouth, O., to the Brush-Moore Newspapers Inc., holder of the other 50%. Marcus Cohn, associate attorney of the FCC, sought to produce testimony that a monopoly of Portsmouth's only newspaper and station had resulted in prejudice during the 1939 city elections.

Mr. Cohn brought to the stand a onetime city councilman of Portsmouth, Russell Frizzell, who claimed that during the 1939 city campaign an address on behalf of his own candidacy, and for which he had paid, had been subjected to censorship by the *Portsmouth Times*, a Brush-Moore newspaper, which opposed his election.

Bias Charged

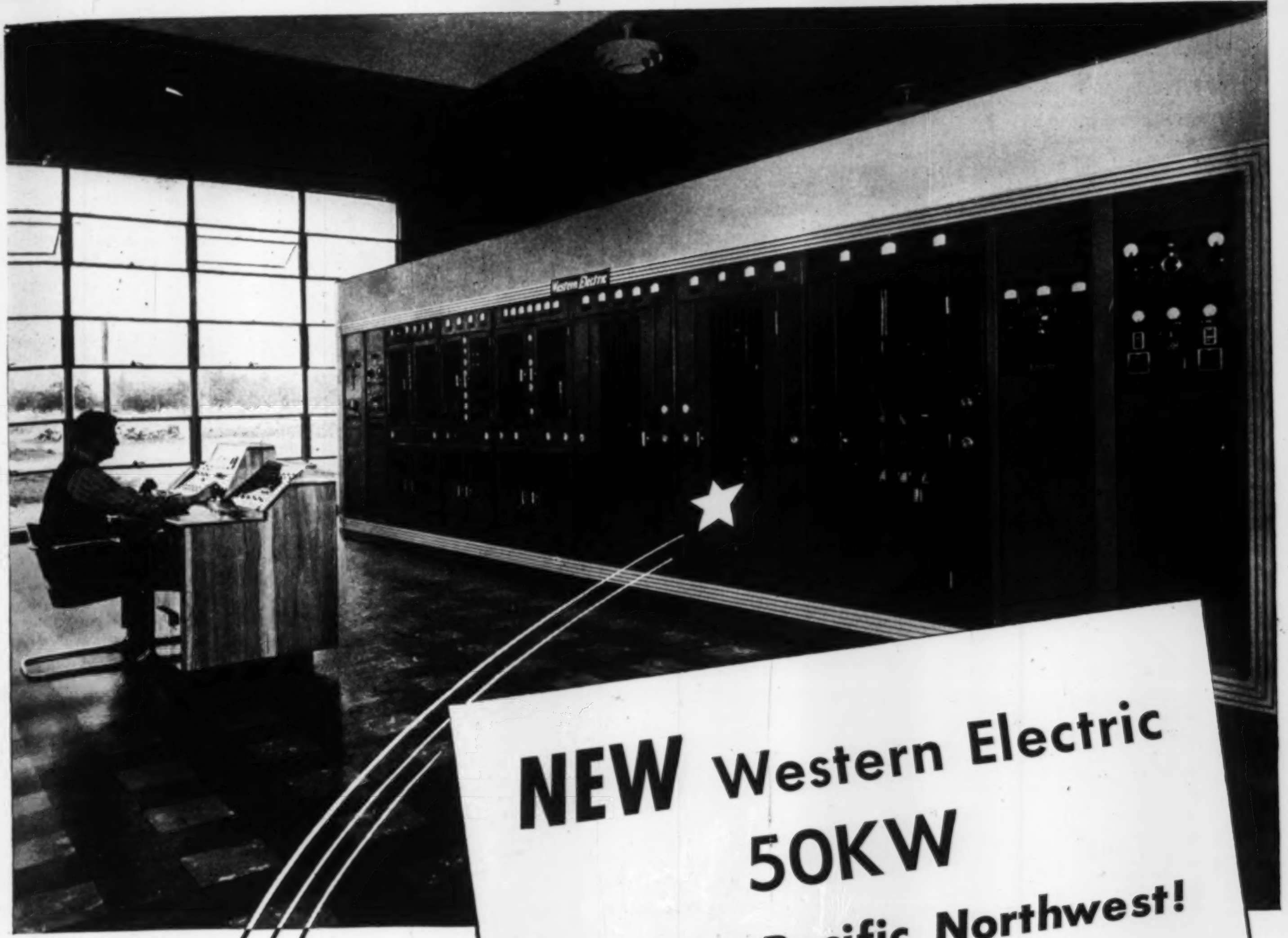
Because he was against City Manager Francis X. Sheehan's regime, Mr. Frizzell asserted, the prepared script he had submitted to Manager Ralph Patt had been revised. Cross-examined by Horace Lohnes on behalf of Brush-Moore, Mr. Frizzell stated that if he were a station manager and a political candidate presented a speech for approval, so long as it contained no profanity or otherwise objectional features, "I'd tell him to go ahead."

Further charges by Mr. Frizzell that the newspaper had been biased in accepting paid political advertisements on the day preceding the election as well as in reporting campaign news, were discounted by R. F. Fletcher, manager of the *Portsmouth Times*, who produced newspapers showing the fairness with which the paper had reported the campaign news.

He also reiterated that the *Times* had a definite policy of not accepting political ads on the eve of the election when the opposing candidates were unable to reciprocate due to the time element and proved his statement by producing a copy of the election eve edition.

P. W. Seward, examiner presiding at the hearing, agreed to keep the record open to allow examination of press service contracts submitted by Brush-Moore attorneys to see if they would have any material bearing on the case.

The newspaper group proposes to purchase the Thompson holdings for $20,000. Brush-Moore is also owner of WHBC, Canton, O., and its newspaper chain includes the *Canton Repository*, *Steubenville Herald-Star*, *Marion Star*, *East Liverpool Review* and *Salem News* in Ohio and the *Salisbury* (Md.) *Times*.



NEW Western Electric 50KW

Blankets Pacific Northwest!

Throughout the Northwestern states, Western Canada and up in Alaska, programs are now coming in with greater power, more pep, higher quality. KIRO's new Western Electric transmitter—only 50 KW west of Salt Lake and north of Frisco—is on the air!

Features that contribute to its high quality signal and low operating cost are: Doherty Circuit; improved stabilized feedback; automatic line voltage regulators; improved grid bias modulation.

Whether you want high or low power—AM or FM—it will pay you to choose Western Electric *for Better Broadcasting!*

KIRO SEATTLE
KIRO

Building that houses new Western Electric 50KW —and directional antenna array that focuses KIRO signal on major population centers.

Western Electric

Ask your Engineer!

GraybaR Distributed by GraybaR Electric Company

DISTRIBUTORS:
In U. S. A.: Graybar Electric Co., New York, N. Y. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

XUM

WWNCo-operation
is Peerless Promotion
and Mighty Merchandising....
It's the valuable 'plus'
service that gets more
results for any advertiser.... It does
more to help you get
your share of the
bountiful business
to be had through
Western Carolina's
listening-habit!

WWNC
570 Kc. CBS Affiliate
ASHEVILLE, N.C.

50% ABOVE THE NATIONAL AVERAGE!!
U.S. MAIL
INCOME TAX RETURNS

St. Petersburg has been above the U. S. average for income tax returns per 1,000 people for the past several years. 1939 figures (latest available) show . . . .

St. Petersburg ______80 per 1,000
U. S. Average ______52 per 1,000

A sure indication of St. Petersburg's above the average prosperity. St. Petersburg is only part of the Tampa Bay Area—the Class "A" Market—covered completely and economically by WTSP.

Added to this bargain—your advertising is absolutely free every day the sun fails to shine on. . . .

WTSP
St. Petersburg TIMES Affiliate
A REGIONAL STATION
R. S. Stratton, Manager
St. Petersburg, Fla.
Represented by
Radio Advertising Corp.
New York • Cleveland • Chicago

IRE Votes for Appearances At Hearings Involving Radio

Regulations Should Be Confined to the External Performance, President Terman Asserts

A VOTE overwhelmingly in favor of the Institute of Radio Engineers being represented at govermental public hearings affecting the radio industry, for the purpose of presenting the engineering view as a guide to public policy, was given by the recent IRE convention in Detroit attended by more than 400 members.

Many technical papers on a wide variety of subjects were read during the three-day session. One convention highlight was the presentation of the Morris Liebmann Memorial Prize to Philo T. Farnsworth, noted television inventor. Another was the keynote address of IRE President F. E. Terman, delivered at the annual banquet.

The Big Fist

Discussing the history of American radio regulations, President Terman, who is also head of the electrical engineering department of Leland Stanford U, said that when the Federal Radio Commission was established some 14 years ago, "a benign form of Government regulation began gradually to be applied, designed primarily to allot available frequencies among the applicants, in conformity with natural laws and within the limitations imposed by necessary international agreements.

"It became necessary, also, to begin policing the radio-frequency spectrum, but the policies of the Federal Radio Commission were broadly based upon sound engineering standards. No heavy regulating hand was laid upon radio technical progress. Thus an excellent service developed which received rapid public acceptance. The Commission made no attempt to usurp the engineering prerogatives of designers of broadcasting transmitters and antenna structures.

"One tendency manifested by regulation was to specify the internal aspects of station design and control, and the methods and equipment whereby the sought-for external results, in the electrical field, should be obtained. To engineers it is evident that regulation of station performance should be altogether restricted to the specification of external performance of a station, and that in no instance should tubes, transmitting arrangements or circuits, station apparatus, measuring equipment or the like be rigidly specified.

Heed Its Own Engineers

"The FCC has a competent engineering division. Frequently we have wished that the Commission would heed the advice of its own engineers. We of the Institute of course recognize that the regulation of radio must be based in part on considerations other than technical.

SCIENTIFIC achievements by Philo T. Farnsworth (left) were recognized by the Institute of Radio Engineers at its recent Detroit convention when he was presented the Morris Leibmann Memorial Prize for the year. Dr. F. E. Terman, IRE president and head of the electrical department at Leland Stanford U, made the presentation for his electronics contributions.

"Nature determines how far radio waves travel and how strong they will be when they get there, and no amount of political gerrymandering will give good service to listeners if nature's laws are violated.

Go to Washington

"Apparently the Institute will have to do what everyone else is doing—go to Washington with its story. There we must make our collective voice heard in advocating the application of sound engineering principles, and, in the proper places and at appropriate times, urge legislation and regulatory policies consistent with such principles. I believe our position should be, first, that the interest, convenience, and necessity of the public obviously are best served by adopting technically correct and economically sound bases for regulation, rather than by major consideration of political situations, or of sectional and commercial rivalries; second, that the interests of the public and of radio engineers in the regulation of radio are identical, because of the fact that radio can continue to grow as a public service only so long as it serves the public well.

"Hearings are being held before the Senate Interstate Commerce Committee which indicate that the Commission, Congress and the industry are unhappy about something. Perhaps this is an indication that the Communications Act of 1934 is out of date and does not now meet the requirements of a greatly advanced radio art. The Institute believes that these difficulties could be eliminated to a large degree if Congress would recognize this fact and would consider the drafting of a new act. Perhaps this would lead to other hearings designed to obtain the views of all interested parties. At that time there should be present an opportunity for the Institute to assist in formulating such legislation as will encourage progress and assure improvement in the radio services of our country.

Defense Progress

Touching on national defense, Prof. Terman said radio and its allied arts "will have much to do with the placing of force where force is needed in the event this country goes to war." In addition to communications, there are new and complex applications of electronic techniques in navigation and in locating the enemy troops, ships or planes, he said. "The most intricate military control equipment, much of it based upon radio devices, will be commonplace in our services when and if war comes to us."

Furthermore, he stated, "confronted with shortages of certain strategic materials which up to now have been used freely in all radio equipment, we shall have to design many of our transmitters, receivers, and so on, with substitute materials and by new methods."

Pointing out that the commercial and university laboratories, in which the major forward steps in the radio field have originated, have recently greatly expanded their activity, he declared the products of these laboratories will be of "inestimable value to the United States for military and commercial purposes".

Drop Latin Drive

STATE DEPARTMENT has definitely cancelled the $600,000 campaign launched last April to improve United States relations through South American newspaper advertising. Official reason for the cancellation is that steamship lines could not accommodate tourists coming into the United States. However, it was reported elsewhere that American diplomatic officials in South America had objected to the campaign because they were not consulted.

Don Lee S. F. Plans

A SITE has just been picked by Don Lee officials for a television and 50,000-watt FM station in the San Francisco Bay area, it was announced by William Pabst, general manager of KFRC, San Francisco outlet for Don Lee and Mutual. The spot is on Marlborough Terrace, in Berkeley hills, due east of San Francisco across the bay. Date for start of construction has not been set, according to Mr. Pabst. KFRC studios in the Don Lee Building on Van Ness Ave., San Francisco, will be remodeled.

KMPC Site Approved

KMPC, Beverly Hills, Cal., has been granted permission by the Los Angeles City Council to erect a new transmitter and three towers of 350 feet each on a 23-acre site at Burbank and Coldwater Canyon Avenues. Make of towers to be erected have not been selected, but new transmitter will replace one currently at 88th St., and Compton Ave., Los Angeles.

WJSV woos a boom

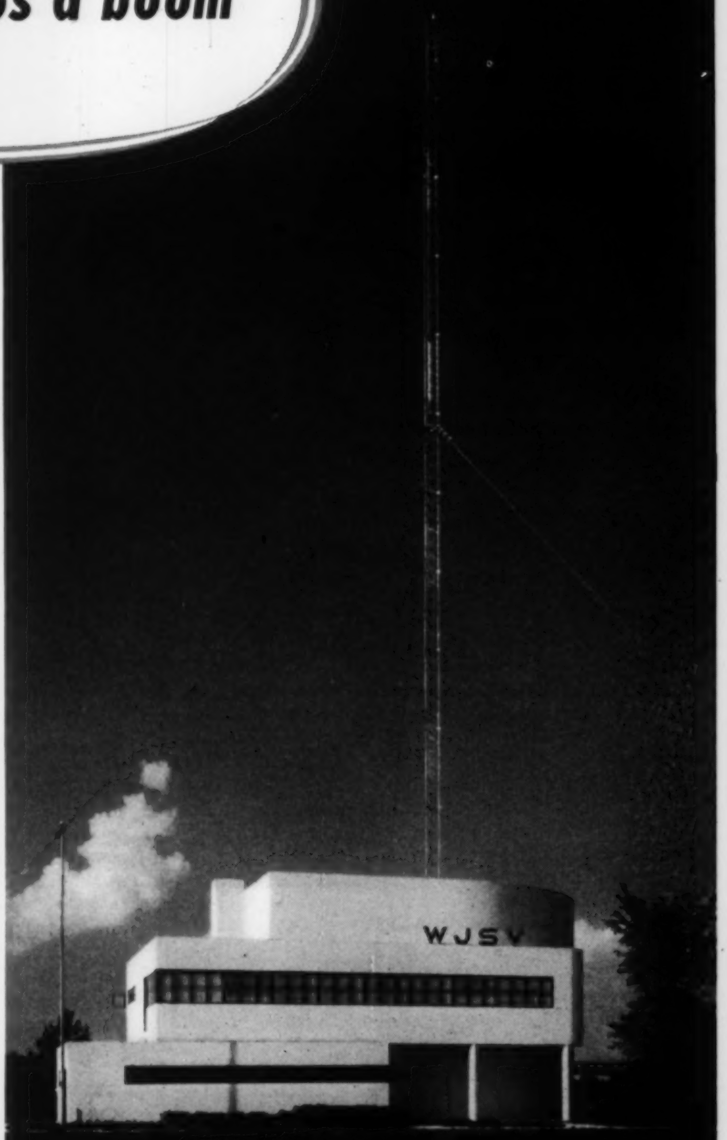
The latest data gets out of date before WJSV can publish it, but Uncle Sam's recent census hinted at what is happening to Washington, D. C. *The town is booming!*

So is its purchasing power, according to swelling employment records and payrolls.

To WJSV these things spell more market than ever. So, to woo newcomers, we have arranged with the Washington Daily News for 150 lines of space every day on the radio page to tell about WJSV-CBS programs.

Added to the station's daily radio column in the Washington Post . . . its regular space in the Washington Shopping News . . . its generous window displays in the largest local chain drug stores . . . this new arrangement gives further assurance that latest arrival and old resident alike in the Washington area will choose WJSV for entertainment and information.

Aggressive promotion like this has made WJSV the best radio advertising medium in the nation's wealthiest per capita market.



WJSV COLUMBIA'S STATION FOR THE NATION'S CAPITAL ★ 50,000 WATTS

Owned and operated by CBS. Represented by Radio Sales: New York, Chicago, Los Angeles, Detroit, St. Louis, Charlotte, San Francisco

XUM

BROADCASTING
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Broadcast Advertising
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Without Hysteria

IT'S HIGH TIME for a little calm, cool consideration of the unholy mess in which the industry finds itself as an outgrowth of the chain-monopoly situation. The breathing spell since the hearings on the White Resolution recessed June 20 affords opportunity for a quick inventory.

Heads were lost on all sides during the embroglio that reached high pitch at the Debacle of St. Louis. Dead cats and dessicated mackerel were tossed about with abandon—a spectacle that didn't do either radio or the FCC any good. But all that is past and should be forgotten, though there are wounds that won't heal quickly.

The real task is to make the best of a bad situation. In the end, the only matter of importance is service to the public. The hearings on the White Resolution helped clear the atmosphere, though harsh words were spoken. The testimony, we believe, revealed that the FCC was wrong in summarily proclaiming regulations, the effect of which obviously would be to injure, seriously and irreparably, not merely going concerns in broadcasting but service to the public. By the same token, the need for improvement in the broadcast structure as a whole was demonstrated.

But there also is the question of jurisdiction. And on that score an irrefutable case was made for a new statute, clearly defined, which would make these improvements possible and remove any doubt as to authority.

FCC Chairman James Lawrence Fly has been the spearhead in the strict-regulation move. It must be apparent to him and his majority colleagues that the industry, by Aug. 2, cannot be remolded and continue to provide an adequate public service. Logic, therefore, would seem to dictate a postponement of the regulations, on the FCC's motion, and introduction of the conference method in working out plausible means of improving service to the public.

Because this is no time to gamble with an industry, whose service is so vital to the public welfare, we fervently hope that reason will prevail.

Let's have a postponement of all the rules, and a reappraisal of the whole situation.

Let's have an agreement on a new statute, which would take the guesswork out of broadcast regulation.

President Roosevelt, at this writing, has not yet seen fit to rename Frederick I. Thompson to the FCC after a two-year tenure. It will be conceded, however conscientious he might have been, that Mr. Thompson was far from a steadying influence. There is an opportunity for the Administration to make a new appointment. We would prefer to see a merit promotion from the ranks, but if that is not expedient, why not a practical broadcaster? Whatever the shortcomings of the law, Government is as good or as bad as the men who run it.

Now that all sides have blown off with reckless abandon, we believe things can be accomplished. We hope it can be done without hysteria.

The Boomerang

LAST WEEK in these columns we discoursed on the action of the Navy in buying about a million dollars worth of space in small newspapers to promote Navy enlistments, while continuing to get more and better free spots for radio. But we overlooked one factor—more important to radio than the mere dollars it loses to a competitive medium.

Just a year ago, it will be recalled, the Army placed a quarter-million dollar newspaper campaign and eschewed radio. There was an immediate howl from smaller stations. The reason was not the loss of revenue. It developed that competitive newspapers began soliciting local radio accounts, using as their sales clincher the argument that the Government uses radio because the time is free. But when Uncle Sam wants results, they hammered, he buys space in the newspapers.

For the local station, sales pressure of this kind is difficult to talk down. To offset this competitive attack, Maj. Gen. E. S. Adams, adjutant general, at the time publicly proclaimed the "great power of radio in reaching, effectively, the great mass of the people of the country with any message or program in a minimum of time", and called it a "tremendously efficient force" whether it be a commercial sales campaign or one of public service.

The Navy, it appears, is heading in the same direction. Radio does not begrudge the loss of the appropriation for purchase of newspaper space, though it believes it is entitled to equal consideration.

But it does resent this weaning away of the very business which makes it possible to donate time to disseminate Government information.

Guestitorial

GETTING MOST OUT OF THE COMMERCIAL

By JOSEPH J. WEED
President, Weed & Co.

FIRST GOAL of every advertiser using radio is to *sell.* It would be silly to make any bones about that. Once the advertiser lays down hard cash on the line, he anticipates something substantial in return. Hence, as much attention must be given the sales portion of the program as that given to talent selection and program production. And it is apparent that the "sales portion" means the commercial announcement.

It is surprising how this all-important merchandising device is misused or misapplied by many advertisers making large network or spot broadcasting expenditures.

At the outset, I concede that many users of radio time will differ on a definition of the commercial announcement. Some advertisers believe that the sales spiel should be a mere blurb—the bare mention of the product or service—and others think it should be a complete marketing discourse. And there's still a group adhering to the idea that a happy medium must be struck with medium-length plugs.

Actually, any of the suggestions may be right. Now, that sounds like an easy solution. But it isn't. Any one may be right, but *only* when it applies appropriately to the merchandising or institutional goals of the advertiser. And, also, the length and styling of the commercial announcement must be made to fit into the entertainment portion of the program as harmoniously—and painlessly—as possible.

The code of the NAB, as well as station and network policies, have definite limitations on the length and frequency of commercial anannouncements. Yet, it is obvious that the mere timing of the announcement is far from the full task of shaping your sales effort for the best possible results.

Usually, the institutional type of radio advertisement merely attempts to create and maintain an atmosphere that would tend to promote a subconscious demand for the products or services of the advertiser. Obviously, this is limited to very large manufacturing firms or public utilities. The direct selling type of announcement is the one most in demand for products with constant "repeat order" consumer demand, and the same principles apply to direct selling via radio as to merchandising efforts in other advertising media.

Hence, it is apparent that nearly every advertiser can use the direct selling technique more conveniently than the institutional method. There certainly is less chance of going wrong. Few firms are so entrenched that the use of mild, institutional copy is all they need.

As an advertising medium, radio must be looked upon in the same light as the printed word. It is true there is a marked difference in the fact that the radio sponsor is concerned with the entertainment or "editorial" side of his program, but it is also true that the entire program can reflect his merchandising bid. The songs, comedy, music, etc., which he pays for are as much a part of his sales message as the actual commercial announcements.

But it is the actual delivery of the sales spiel that should be the selling crescendo, and it shouldn't be passed off superficially. The sales message must be forceful. There has been too much talk of sugar-coating it. What the commercial announcement really needs is a dash

(*Continued on page 38*)

We Pay Our Respects To —

OTTO SORG SCHAIRER

IF THERE is one person in all radio who links the horse-and-buggy days with the most modern gateway into the future of radio science, he is Otto Sorg Schairer, 62, vice-president of RCA, whose latest big job is to direct the new RCA Laboratories at Princeton, N. J.

Modest, thorough and tireless, Otto Schairer has long had this dream of the world's largest radio research laboratories. And now, since he is one to dream but not let dreams become his master, he is seeing the dream come true. This spring he is surrounded with maps and architects, blueprints and contracts. This summer he will see the laboratories take form on 300 acres of Jersey land as the vision turns into reality, marking a milestone in the further development in American industry.

Otto Schairer is one who has abiding faith in the future of radio. He knows how electronic devices can speed the wheels of industry and national defense. In fact, "OS" is an old hand at watching wheels go round on the avenues of progress. Transplanting the work of inventive minds into commercial products and new services in the public interest has been a job to which he has devoted his life since his schoolboy days, when he worked in his father's shops at Saline, Mich., where carriages, wagons and harnesses were made by hand.

Establishment of the new laboratories, Mr. Schairer says, is progress in keeping with the rising commercial and national defense demands on the radio industry. Usually, he points out, the gap between research and manufacturing is the weak point in getting new products into public use. He sees RCA Laboratories bridging this gap; for it will permit a high degree of coordination between laboratory development and commercial product. Furthermore, he points out that this coordination, plus improved research facilities, means more and better products.

Although he has played an important role in America's phenomenal development of household electrical appliances and radio, the name Otto Schairer seldom has appeared in public print—he avoids personal publicity. Not many know it, but he was one of the pioneers in promoting such devices as electric refrigerators, electric washing machines and other motor-driven and electrically heated appliances from the laboratory to wide public use.

Graduated from the University of Michigan in 1901 and receiving his B.S. degree in electrical engineering in 1902, Otto Schairer entered the service of Westinghouse at East Pittsburgh as a graduate student, or apprentice. A year later, he was transferred to the organization's patent department.

This type of work pointed to the necessity for an understanding of law, so he began studying law at night. He was admitted to the bar in Pennsylvania in 1912 and later to the U. S. Supreme Court. Ever since these early days of his career, Schairer has specialized in patent law.

After George Westinghouse retired from active service in 1919, Otto Schairer was appointed director of patent development and assumed many of his duties in developing new products.

One of his first undertakings was to interest his company in the radio business through the development and acquisition of important patents. Quick to grasp the significance of broadcasting in mass communication and entertainment, he was a member of the group which later planned the pioneer broadcasting station, KDKA, Pittsburgh.

Schairer was one of the first to recognize the possibilities in television. He persuaded the Westinghouse company to sign a contract for the development of the inventions of Dr. V. K. Zworykin, now head of the Electronics Division of RCA Laboratories. Dr. Zworykin is the inventor of the Iconoscope, the electronic eye which made possible an all-electronic system of television; also the Kinescope tube which reproduces the picture at the receiving set.

In 1926, Schairer was made manager of Westinghouse's patent department. Three years later, he was appointed director of patent development of RCA. Within a short time he was placed in charge of the RCA license department, which was merged with the patent department. He became a vice-president in 1930.

Throughout his 12 years with RCA, Otto Schairer has been closely associated with research activities, directing and guiding scores of new ideas and improvements.

In 1905 he married Elizabeth Blanche Swift at Battle Creek, Mich. Their home is in Bronxville, N. Y. They have three children—George Swift Schairer, chief aerodynamicist for Boeing Aircraft Co., Seattle; Dr. Robert Sorg Schairer, aerodynamicist for Douglas Aircraft Co., Santa Monica, Cal., and Julia Elizabeth Schairer, a librarian. His hobbies are photography and golf.

Personal NOTES

GERALD C. GROSS, assistant chief engineer of the FCC in charge of broadcasting, has been named to the executive committee of the Federal Radio Educational Committee, succeeding Andrew D. Ring who recently resigned to enter private engineering consulting practice and whose FCC post Mr. Gross now occupies.

HENRY GERSTENKORN, has been appointed national advertising service manager of Don Lee Broadcasting System, Hollywood. Edward Kemble, formerly network commercial traffic manager, has taken over Gerstenkorn's former duties of merchandising director.

WILLIAM SCHMITZ recently joined the sales staff of KWJJ, Portland, Ore.

WILLIAM HACKEMANN, assistant to John R. Carey, CBS manager of building operations, on June 27 joined Gruuman Aircraft Engineering Corp., Bethpage, Long Island. On June 26, Mr. Hackemann married Iris E. Stout of Floral Park, L. I.

J. C. MORGAN, formerly program director of KSFO, San Francisco, has been named manager of FM station KALW, operated by the Samuel Gompers Trade School, affiliated with the city educational system in San Francisco.

J. ROY McLENNAN, head of McLennan Adv. Service and Eastern Shore Artists Bureau, Salisbury, Md., has been appointed sales manager of WFMD, Frederick, Md.

EDWARD TOMLINSON, news analyst, lecturer and authority on Central and South America, has been appointed Inter-American advisor to NBC. Mr. Tomlinson, who has been conducting NBC-Blue's *The Other Americas* program, will advise NBC on program policies and content of individual broadcasts bearing on relations between the U. S., Canada and the 21 republics south of the Rio Grande.

WALLIE WARREN, manager of KOH, Reno, is back at his desk after a six-week absence caused by an operation which confined him to a hospital for three weeks. Merrill Inch has been promoted to KOH commercial manager, succeeding Jerry Cobb, and Herb Smith, of Portland, has taken his place as continuity director.

HAROLD E. FELLOWS, manager of WEEI, Boston, has been appointed to the advisory board of Burdett College, Boston.

L. JEROME DuMAHAUT, commercial manager of CKLW, Windsor-Detroit, has been elected to the board of directors of the Adcraft Club of Detroit.

AL SHEEHAN, of WCCO, Minneapolis, has been appointed to handle two of the main features of the Minneapolis Aquatennial, the "Summertime" stage show, which will run nightly during the Aquatennial in the Minneapolis Auditorium, and the Aqua Follies, water panorama at Cedar Lake in Minneapolis. Sheehan will be in complete charge of assembling talent and staging both shows.

ED JANSEN accountant executive of KSRO, San Francsico, recently resigned to go to Tacoma, Wash., where he will operate and manage his new station, KTBI, owned by Tacoma Broadcasters, which will soon go on the air. It will operate on 1490 kc. with 250 watts.

A. A McDERMOTT, of the Montreal office of Stovin & Wright, station representatives, has been transferred to the Toronto office. Lovell Mickles Jr., remains in charge at Montreal.

ROBERT W. CARPENTER, auditor of KMOX, St. Louis, has been promoted to the sales department. Robert De Voe, of the CBS New York auditing staff will assume the KMOX auditing position.

J. SOULARD JOHNSON, sales promotion director of KMOX, St. Louis, is to teach night classes at Washington U on radio advertising during the 1941-42 semester.

TED G. McCORKHILL, representative of the Arthur Hagg Co. in the Oklahoma City area, has assumed the temporary commercial managership of KTOK, Oklahoma City, in the absence of Kenyon M. Douglas, ill with pneumonia.

EDMUND A. CHESTER, CBS director of shortwave and Latin American programs is the father of a girl, Patricia, born June 26.

MORRIS MILLER, formerly assistant general counsel of the U. S. Housing Authority as well as special assistant to the director of defense housing of the Federal Works Agency, has become associated with the Washington law offices of Dempsey & Koplovitz.

ROGER W. CLIPP, manager, has been elected a vice-president of WFIL Broadcasting Co., following the acquisition of 100% interest in the station by Lit Brothers department store [BROADCASTING, June 30]. Samuel R. Rosenbaum continues as president, and George H. Johnson, president of the store, becomes chairman of the board.

Lewis W. Abbott Retires

LEWIS W. ABBOTT, for six years general manager of the installation department of Western Electric Co., New York, on June 30 retired after more than 40 years with the Bell System. He is succeeded by Gustaf A. Johnson, formerly W-E personnel director.

BEHIND the MIKE

LIEUT. RICHARD K. BARD, former publicity director of WNEW, New York, now assistant public relations officer at Fort Dix, N. J., has been transferred to the bureau of public relations of the War Dept. in Washington.

WILMA GWILLIAM has returned to the promotion department of WLS, Chicago, after an absence of three years.

ROBERT S. WEBSTER, recently general manager of WCED, DuBois, Pa., and at one time with WCAE, Pittsburgh, and WHAM and WSAY, Rochester, has joined the announcing and production staff of WRVA, Richmond.

WIN PORTER, announcer of the *920 Club* on WORL, Boston, on June 21 married Katherine Jackson, recent graduate of Radcliffe College.

PAUL PEARCE, Hollywood producer, is in charge of the weekly CBS *Southern Cruise* program started July 4 on that network and shortwaved to Latin America. He replaces Ken Niles, originally announced as producer. Lud Gluskin is to be musical director.

DAN HYLAND Jr. and Al Wilmarth, formerly of WSAR, Fall River, Mass., have joined the announcing staff of WPRO, Providence.

BILL GOODWIN, Hollywood announcer, has been signed in that capacity for the weekly *Tayton's Tattler*, with Jimmy Fidler, commentator, sponsored by Tayton Co. (cosmetics), on 7 CBS Pacific Coast stations, starting July 11.

McCosker Named

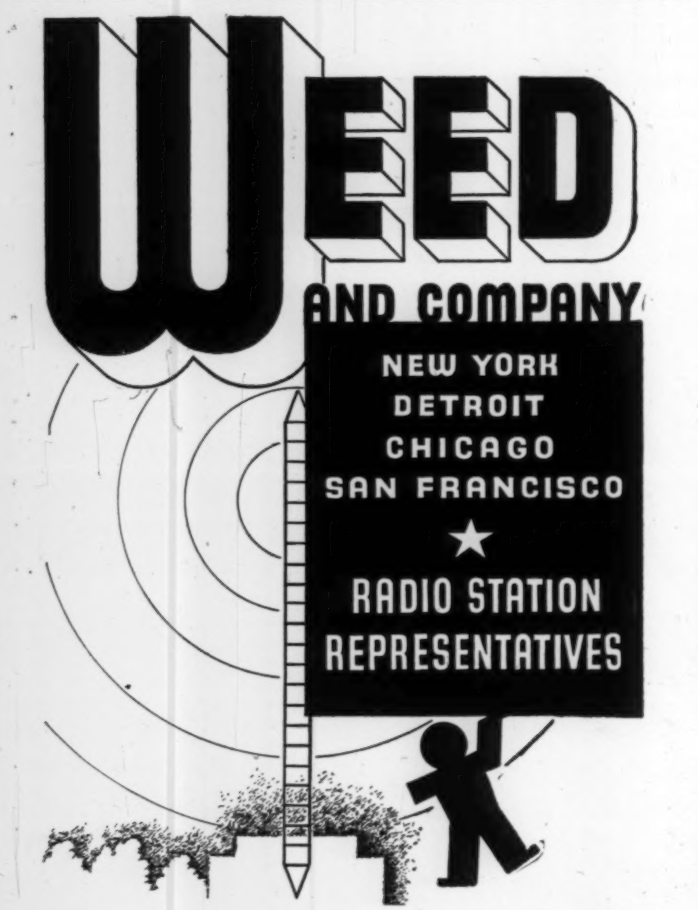
ALFRED J. McCOSKER, president of WOR, New York, and chairman of the MBS board of directors, has been elected a member of Song Writers' Protective Assn., according to Irving Caesar, president of the association. Mr. Caesar stated that an honorary membership had been offered Mr. McCosker, but that the latter upon his own request had been accepted as a regular dues-paying member. He explained that Mr. McCosker's work as a song writer during his early career in the show and radio business qualified him for membership.

BARTON BACHMANN, faculty member of Riverside College and head of the Riverside Opera Assn., has been named progam director of Broadcasting Corp. of America, headed by W. L. Gleason, which is building the new KPRO, Riverside, Cal.

H. GILLETTE MALCOURONNE, formerly program director of WJLS, Beckley, W. Va., has joined the announcing staff of WCLO, Columbus, O.

IDELLA GRINDLAY of NBC production division has been named office manager for that department.

THOMAS RISHWORTH of the NBC Public Service Division has been elected member-at-large of the National Council of the Boy Scouts of America.


WEED AND COMPANY

NEW YORK
DETROIT
CHICAGO
SAN FRANCISCO
★
RADIO STATION REPRESENTATIVES

PAUL RITTENHOUSE of the NBC Guest relations Division will marry Gerry Bicking, secretary to John W. Ellwood of the International Division of NBC on July 12. Elizabeth Hoffman, in the French Department of the NBC International Division, has just announced her engagement.

WILLSON M. TUTTLE, director of the CBS *Big Sister* program on June 27 married Alice Frost, star of the show.

GLENN KING, formerly of KSFO, San Francisco, has joined the production department of KROW, Oakland, Cal.

HERB DAHLEN, new to radio, and Howard Fisher, formerly of KFDA, Amarillo, Tex., have joined the announcing staff of KPAC, Port Arthur, Tex.

LES COX, special events director and announcer of KGFW, Kearney, Neb., on June 15 married Elizabeth Ilene Rossen, known on the air as June Lee.

SHERWOOD DURKIN, formerly of KCKN, Kansas City, has joined the announcing staff of WCBS, Springfield, Ill.

TONY WHEELER, announcer of WFIL, Philadelphia, and Joan Lane, model, have announced their engagement. They are to be married in September.

GAYLORD TAYLOR and Warren Cato have joined the staff of KTRB, Modesto, Cal.

WESLEY MEARS, formerly of the CBS Hollywood public relations department, has been promoted to the announcing staff.

BEN ALEXANDER, NBC Hollywood commentator and announcer, and Elizabeth Robb will be married July 23.

TERRY ALYN has joined the announcing staff of WDAS, Philadelphia. Miss Alyn will also be in charge of special events.

FRANK DUNNE, formerly of WTAG, Worcester, Mass., and Joe Ripley, of WSLS, Roanoke, Va., have joined the announcing staff of WOR, New York, replacing Alois Havrilla, now a WOR newscaster, and Jerry Lawrence, m.c. of WOR's all-night show. Tony Randall, from KVOO, Tulsa, succeeds Dunne at WTAG.

FRED GARRIGUS, of WEEI, Boston, is the father of a baby boy born recently.

JOE BYARS, announcer of WCBI, Columbus, Miss., is the father of a newly-born girl, Virginia Clair.

CHARLIE HOLT, announcer of WCBI, Columbus, Miss., on June 28 married Connie Smith, of Artesia, Miss.

THOMAS STEENSLAND, a graduate of U of South Dakota where he was connected with KUSD, Vermillion, has joined the announcing staff of KSCJ, Sioux City, Ia.

GRAYSON ENLOW, formerly of WING and KVAK, has joined the announcing staff of KMBC, Kansas City.

Meet the LADIES

FERN SHARP

A WIDE EXPERIENCE in understanding and dealing with the problems of the homemaker has built up a large and loyal following for Fern Sharp, women's commentator of WBNS, Columbus, O. Just recently she rounded out four years on the *Round Robin Review* in addition to conducting other successful programs for local and national advertisers. Her appealing air-personality has led many sponsors to introduce new products on her programs. Previous to entering radio Fern had an extensive business training with the food field on newspapers and magazines in addition to six years with home service division of the Borden Co. Too, she gathered knowledge in her field while traveling through Europe where she studied the habits and homes of the people, and gathering many ideas which she has been able to apply to the American way of living. Creative ideas which put variety into the humdrum of everyday living have been Fern Sharp's special talent.

SID EIGES, former cable editor of International News Service and previously Pennsylvania manager of INS, has joined the NBC press department.

MYRON DUTTON, NBC Hollywood producer, is the father of an 8-lb. boy born June 29.

STUART L. HANNON, announcer-newscaster, formerly of KOIN, Portland, Ore., has joined KROW, Oakland, Cal.

BETHYL DAVIS, graduate of Central Missouri State Teachers College, has been named music librarian of KMBC, Kansas City.

WBNX NEW YORK

ONE OF NEW YORK'S BEST KNOWN STATIONS FOR IT'S *Intimate* PROGRAM APPEAL TO AMERICA'S LARGEST MARKET

5000 WATTS *Directional*
OVER METROPOLITAN NEW YORK

Thoms Seeks Interest In Project at Charlotte

H. H. THOMS, owner of WISE, Asheville, N. C., will purchase 25% of the stock of the new WAYS, Charlotte, which the FCC last April authorized for construction, using 1,000 watts on 610 kc. According to B. T. Whitmire, manager of WFBC, Greenville, one of the three present stockholders in Inter-City Advertising Co., which holds the construction permit, the station is scheduled to go on the air about Oct. 2. Government priorities, he stated, are holding up equipment delivery, but an 86-acre tract is being cleared and foundations for four 306-foot Monotube towers have been dug.

In addition to Mr. Thoms and Mr. Whitmire, the stockholders are George Dowdy, president of the company who is president of the North Carolina Merchants Assn., and Horton Doughton, son of Rep. Robert Doughton (D-N. C.), chairman of the House Ways & Means Committee. Mr. Doughton is a merchant and cattleman and is secretary-treasurer of the new company.

Witt Re-elected

HARRY W. WITT, CBS Southern California sales manager, was re-elected for the second year president of the Southern California Broadcasters Assn., at its annual meeting held June 23 in Los Angeles. Ben McGlashan, owner of KGFJ, Los Angeles, was elected vice-president, with Lawrence McDowell, commercial manager of KFOX, Long Beach, as secretary-treasurer. Fox Case, CBS Western division public relations director, will again serve as chairman of the legislative committee. Calvin Smith, manager of KFAC was reappointed chairman of the agency recognition and code committee. Van Newkirk, program operations director of Don Lee Broadcasting System, has been made education committee chairman. McGlashan also is engineering committee chairman.

Mr. Witt

LaHay Joins WCKY

WAUHILLAU ANN LaHAY, for the last four years woman's commentator of KLZ, Denver, last Monday joined WCKY, Cincinnati, as commentator and home economist. Miss LaHay will handle two half-hour programs daily on WCKY—*Lady, Lend an Ear*, 8:15-8:30 a.m., assisted by Al Bland and Bernie Johnson of *Morn Patrol*, Franklyn Stewart and Mabel Fields; and *Milady's Matinee*, 3:30-4 p. m., with transcribed music and Announcer Bob Little.

Ezra Stone to Be Called

EZRA STONE, radio's Henry of *The Aldrich Family*, sponsored by General Foods, on NBC-Red Thursdays 8:30-9 p.m. (EDST), passed his Army medical examination June 25 and was told by Selective Service officials he would be called into the Army within 30 days.

Sometimes "Smaltz" comes from Corn

—SOMETIMES FROM SYMPHONYS

WBBM has built "smaltz," *effective showmanship*, into all types of programs. For each different selling job we have successfully gotten *specific* kinds of audiences to buy *specific* products.

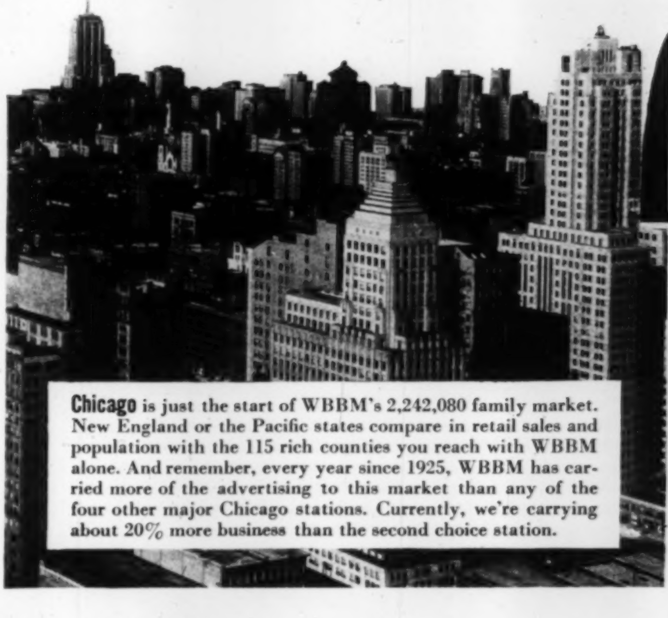
Our clients will tell you so.

When you want a productive program—locally here or on the network—give us the specific facts on your situation. We have a way of patterning programs that make sense—and dollars.

So successfully did WBBM design its new farm show that shortly after it started it was three-fourths sponsored. And sponsored on a 52-week contract by one of the wisest, most experienced farm advertisers. Bonnie Blue Eyes and Smilin' Bob Atcher, above, are the musical stars that help fit the show to the taste of over two million rural listeners.

90,000 housewives visit some Chicago grocery store daily via WBBM's "Shopping with the Missus." Built for a specific purpose, this point-of-sale show opens new outlets and creates constant dealer support. Further, it is a top favorite with listeners. Sponsored for four years, it is a typical sample of WBBM showmanship that counts at the cash register.

Chicago dealers, by survey, prefer the strong programming of WBBM over all other stations. Says Carl Ochsenschlager, President of Illinois' Independent Food Dealers, "The independent grocers of Illinois know and appreciate how effective WBBM shows are in selling their customers."



Chicago is just the start of WBBM's 2,242,080 family market. New England or the Pacific states compare in retail sales and population with the 115 rich counties you reach with WBBM alone. And remember, every year since 1925, WBBM has carried more of the advertising to this market than any of the four other major Chicago stations. Currently, we're carrying about 20% more business than the second choice station.

WBBM
50,000 Watts CBS Chicago

Owned and operated by
the Columbia Broadcasting System

Represented by RADIO SALES:
New York, Chicago, Detroit, St. Louis,
Charlotte, Los Angeles, San Francisco

Purely PROGRAMS

TRANS-ATLANTIC quiz, *Answering You*, has been started by the Canadian Broadcasting Corp. to assist Canadians in learning things they want to know about England in wartime. CBC listeners send in questions to CBC at Toronto, and British Broadcasting Corp. get experts and others to give the right answers.

* * *

Food Label Quiz

A QUIZ GAME on popular food labels is conducted on KSAN, San Francisco, each Friday. The program broadcast from a huge new market in the city includes interviews with shoppers, inviting them to play the game in a morning and afternoon broadcast from the market.

Defense Bulletins

BULLETINS from Washington calling for volunteers in the Army, Navy and Marine Corps as well as civil service opportunities for skilled labor are broadcast in *Calling All Men*, on KROD, El Paso.

* * *

Advance Hearing

RECORDS OF the leading recording companies are aired on WMCA, New York, 24 hours in advance of their weekly release to the public in a new series.

Pick the Key

FEATURING Len Riley, sports announcer of WCKY, Cincinnati, the new *Sports Lobby* originates in the lobby of Hotel Gibson, where Riley interviews passersby on sports events. He carries with him a "pitcher's box" and a ring of keys—interviewees select a key and try to open the box, the successful participant finding in the box a pair of box-seat tickets for the Cincinnati Reds' next home game. Thrice during the program a bell sounds, giving the person being interviewed at each alarm a free dinner at the Gibson Sidewalk Cafe or Rathskeller, with the compliments of the hotel and WCKY.

* * *

Cool Tunes

AIR CONDITIONED music is scheduled by WDAS, Philadelphia, each noon for 30 minutes, when the temperature is at its highest during the Summer. The program department consulted a psychologist during the recent heat wave and learned that certain subjects cause a reaction of cold or coolness. As a result, *Air Conditioned Music* includes sea chanties, Christmas carols and smoothly arranged transcriptions of music about brooks, flowing streams and snow. Appropriately enough, the theme music is *Jingle Bells*.

* * *

Lucky Guests

A THEATRE, hotel and taxicab company combine to sponsor *A Night Out*, new weekly contest program on CJRC, Winnipeg. Answering slogans of the three sponsors and other questions by mail, entitles listeners to participate in the weekly draw for three letters from the mail bag. The three lucky couples whose letters are drawn, are guests of the three sponsors for *A Night Out*.

* * *

Nature Studies

OUTDOOR nature studies provide a new program series on KYW, Philadelphia, each Thursday evening. The program consists of descriptions and anecdotes on the types and habits of wild life. It is sponsored by the Lehigh Coal & Navigation Co. for its resort, Split Rock in the Poconos.

Defense Lineup

FOR THE CONVENIENCE of radio editors, CBS has issued the first in a series of weekly features—a roundup of all national and hemispheric defense programs scheduled on the network for the ensuing week. First roundup for the week of June 29 lists 16 defense programs ranging from quarter-hour talks to hour entertainment broadcasts.

* * *

At the Resorts

PHILADELPHIANS contemplating a week-end trip to seashore resorts get advance weather reports, water temperature, traffic conditions and data on crowds already at resorts on a Saturday afternoon half-hour of WHAT, Philadelphia. The program is produced with cooperation of WFPG, Atlantic City, located on the Steel Pier. A telephone call is made by WHAT to gather last-minute information before each program.

* * *

Juvenile Quiz

PUBLIC schools will provide the participants in the new *Kiddy Kollege* program of WDNC, Durham, N. C., to be started shortly. To emanate from a downtown theater, the broadcast will quiz students selected by the principals of the various schools and the winner each week will be invited back for the following week's broadcast. At the conclusion of the series a grand prize of a Shetland pony will be awarded.

* * *

Kiddies' Delight

APPEALING TO youngsters under 10 is the newly launched *Auntie Lolly's Story Telling Time* program on KGO, San Francisco, Saturdays. The program features the story of "Auntie Lolly" and the singing of "The Song Lady." Children are invited to the studios a half hour before the program goes on the air. They are entertained previous to the broadcast, watch the actual broadcast and then treated to ice cream.

* * *

What To Do

SUGGESTIONS on where to go and what to do during resort evenings are offered nightly by WBAB, Atlantic City, on *The Amusement Page of the Air*. Handled by a staff announcer billed as Polly Rialto, the quarter-hour offers information on the evening's attractions at the ocean piers, night clubs and theatres, interspersed with Hollywood chatter.

* * *

Growth of a Jazz Band

DRAMATIZATION of the growth of a fictional jazz band, how it grew in style, the trials of its leader with some general home life scenes of its members is the format of *Boy Meets Band* which started July 5 on NBC-Blue. Ted Steele, novachord virtuoso, will be featured as himself.

* * *

Staff Meeting

LISTENERS are cut in on the daily staff meeting at WTOL, Toledo, each Wednesday. Announcers discuss topics of general interest. Program is unrehearsed.

WHO SAID 5,000?

We said it, Augie—5000 powerful nighttime watts, at our old 1000-watt rates! A *buy*, Augie, any way you look at it—for *now*, more than ever, WDBJ gets top attention in the free-spending Roanoke-Southwest Virginia market: (1) because ours is the *only* power sufficient to cover the whole territory; (2) because we're the *only* CBS source within listening range; (3) because our local programs are geared to our listeners' likes! . . . All we ask is a chance to prove that a set-up like that means big business for our advertisers. How about it—*now*?

WDBJ ROANOKE, VIRGINIA

FREE & PETERS, Inc.
Exclusive National Representatives

Owned and Operated by the TIMES-WORLD CORP.

CBS Affiliate—5000 Watts Full Time—960 Kc.

50,000 WATTS - CBS
425,683 Listening Families*

KWKH
SHREVEPORT
LOUISIANA

Dominant Coverage in the Central Southwest

Branham Co. - Representatives

*CBS Audit of Nighttime Coverage

Musical Letters

A NEW audience participation program idea, *Musical Letters*, was introduced recently on WHK, Cleveland. Listeners are asked to send in a set of four song titles which make up a complete letter: The salutation, 2 for the message and the signature. Eight of these "musical letters" are featured on each program, with members of the studio audience selected to guess the titles and recreate the message on the air. An orchestra plays a bit of each tune to help contestants. Prizes are given.

* * *

Saving Homes

WBBM, Chicago, is presenting a weekly quarter-hour series of radio dialogues entitled *Homes to Defend*. The significance of the American home and the importance of successful family life are discussed by Dean Ernest O. Melby, of the Northwestern U School of Education, and Evelyn Millis Duvall, executive director of the Association for Family Living.

* * *

A. M. Religious Instruction

AN EARLY MORNING inspirational program is *Your Radio Friend*, conducted by the Rev. Ralph Williams on WCOP, Boston, 6:15-6:30 a.m. each Wednesday. Inspirational, gospel hymns and messages by Rev. Williams, as well as regular Bible quizzes are featured for those interested in spiritual guidance to start the day.

* * *

First Aid for Women

DISCUSSIONS on what women can do in an accident emergency are carried each Saturday for a quarter-hour by WPEN, Philadelphia. Nurses are interviewed for helpful hints to women coming across any type of accident. The program is conducted by the Bryn Mawr School of Red Cross Training.

* * *

Meet the Editor

AN EDITOR for a newspaper in the WPTF, Raleigh, coverage area is presented each week on a new Sunday feature, *Meet the Editor*. Each is allowed to select his own subject.

* * *

Policemen are People

HUMANIZING the policeman is the intent of a new weekly quarter-hour each Sunday on WPEN, Philadelphia. An all-police show, written and produced by policemen and sponsored by the Fraternal Order of Police, each program presents an officer engaged in a different branch of the city service—motor, traffic, accident, patrol, etc.

HIGH IN THE CLOUDS, a recent NBC-Red *Nature Sketches* program was aired to a nationwide hookup when the mobile unit of KOA, Denver, journeyed up the Colorado Trail Ridge Road in Estes Park to a point 13,000 feet above sea level, facing the snow-covered crags of Rocky Mountain Peak. Series is conducted each Saturday morning by Clarence Moore in conjunction with National Park Naturalist Raymond Gregg, giving field studies of fauna and flora, minerals and geological formations.

Short Stories

THE HISTORY of the short story and its development in literature will be dramatized on the NBC-Blue *World's Best Short Stories* program, starting July 7, Mondays, 8-8:30 p.m., and written by Ranald R. MacDougall, NBC scriptwriter.

Radio Successes

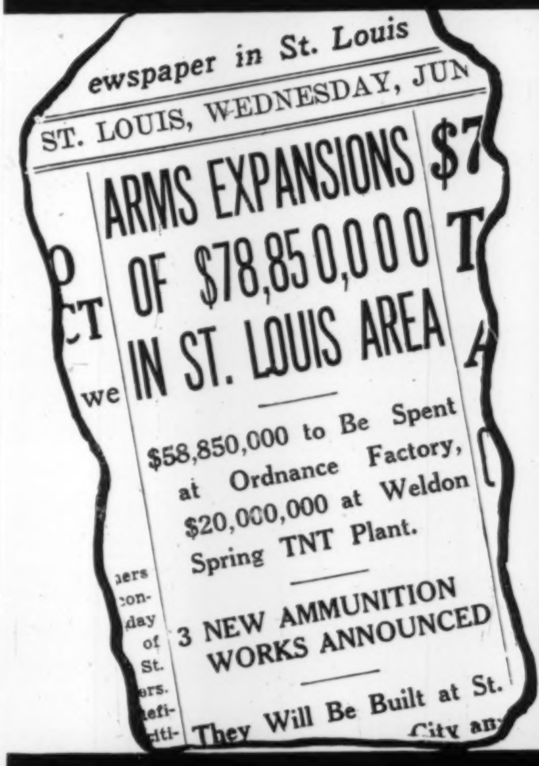
BIOGRAPHY of success is *Personality Plus* on WNAX, Yankton. Telling the life-story of radio stars, the program tells how they entered the radio field, plays they have been featured in, and the present show in which they appear.

WFIL ROUNDTABLE ON TOPICS OF DAY

WFIL, Philadelphia, has evolved a practical plan to deal with requests of national and civic groups requesting time—a roundtable discussion in which proponents of conflicting views participate. The first was presented June 26, devoting 40 minutes to a symposium on "What Shall We Do About Russia?"

Samuel R. Rosenbaum, president of WFIL, acted as moderator, explaining to listeners that this was radio's answer to the unfounded charges that the broadcasters were trying to curb free speech. He called it the American way of handling controversial issues.

Public response was favorable. In addition to flooding the switchboard with telephone calls immediately following the broadcast, which started at 9:15 p.m., a large number of letters asked that such roundtables be continued. During the broadcast, Mr. Rosenbaum stated that if listener interest was manifest, the symposiums would be repeated.



ewspaper in St. Louis

ST. LOUIS, WEDNESDAY, JUN

ARMS EXPANSIONS OF $78,850,000 IN ST. LOUIS AREA

$58,850,000 to Be Spent at Ordnance Factory, $20,000,000 at Weldon Spring TNT Plant.

3 NEW AMMUNITION WORKS ANNOUNCED

They Will Be Built at St.

KSD

BASIC NBC RED NETWORK

In St. Louis

For FRONT LINE Sales Stimulation

The arms expansion figures are in addition to the previously announced primary contracts of almost $340,000,000, estimated to create more than 30,000 new jobs within a year. More than 150 firms in Metropolitan St. Louis are participating, with industrial wage increases from 25% to 50%.

19th Year of Continued Listener Preference

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

We have THE VERY IDEA

Custom-built radio productions
One minute or one hour—
live or transcribed

The COVERT Co.
360 N. MICHIGAN AVE., CHICAGO

"Maybe your books do show that WFDF Flint Michigan covers 6515 square miles. My husband covers a lot of territory, too."

WCAR

We've Got
POWER 1000 Streamlined Watts
PROGRAMS Built by a Big Time Production Staff
COVERAGE That Hits Into Widespread Industrial & Rural Markets
LISTENERS With Money to Spend . . . Who Prefer WCAR
all at LOW COST!
GET THE FACTS FROM WCAR
PONTIAC • MICH.
or THE FOREMAN CO., NATIONAL REPS
CHICAGO • NEW YORK

INS

INS dispatches are worded so that they can be instantly adapted to your newscaster's own style and personality.

INTERNATIONAL NEWS SERVICE

WRNL
ALWAYS RINGS THE
BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS

Agencies

H. BENTON GOTWALS was named radio director of Al Paul Lefton Agency, Philadelphia. He replaces William R. Dothard, who resigned to become manager of the newly-created Philadelphia office of International Radio Sales. Mr. Gotwals has been with the agency for seven years.

CHARLES R. STUART, San Francisco, having discontinued its Los Angeles branch office, Charles Levitt, Southern California manager, has established his own agency at 412 W. 6th St., in the latter city. Telephone is Tucker 2822.

W. H. EBY has joined Frontenac Broadcasting Co., Toronto, as an account executive. He was formerly with Harold C. Lowrey, advertising agency.

GORDON ONSTOTT, recently of the Stanford Graduate School of Business, and Vernon Scott, formerly in the advertising dept. of Ross Bros., San Francisco department store, have joined L. C. Cole Adv., San Francisco, as production manager and account executive, respectively.

VICTOR ARMSTRONG recently joined West-Marquis, Los Angeles, as production manager. He was formerly advertising production manager of the Knox Co., Hollywood (Cystex).

SHELDON S. MILLIKEN, formerly timebuyer of Pedlar & Ryan, New York, has joined the Ellsworth A. Sylvester Industrial Adv. Agency, Pasadena, Cal., as business manager and account executive. Latter agency recently moved to new offices at 529 E. Colorado Blvd. Telephone is Ryan 1-6121.

ARNOLD & CHASE, Los Angeles, having been dissolved, William A. Arnold has established an advertising and publicity service under his own name at 1031 S. Broadway. Telephone, Prospect 9850.

MAURICE LYSAGHT, formerly with the Sacramento Chamber of Commerce, recently joined Bening Adv. Co., that city, as account executive.

WILLIAM B. SEARS, formerly commercial manager of KUTA, Salt Lake City, has joined Gillham Adv. Agency, that city, as radio department manager. J. Robert Furner is agency production manager.

J. DENNIS MOLNAR, recently with Blackett-Sample-Hummert, New York, has established Dennis Molnar Co., advertising consultants, 342 Madison Ave., New York, telephone numbers Vanderbilt 6-0492, 0493.

MABEL STOAKLEY, secretary-treasurer of R. C. Smith & Son, Toronto agency, has been awarded the Tisdall silver bowl in recognition of her war work. The award is made weekly on the radio broadcast of the Toronto jewelry firm of H. W. Tisdall & Son. Mrs. Dorothy Lumbers, of Tandy Adv. Agency, made the presentation.

H. K. PAINTER, formerly vice-president of Hutchinson Adv. Agency, Minneapolis, has joined McCord Co., same city, in an executive position.

THOMAS A. McAVITY, radio director of Lord & Thomas, New York, was in Hollywood during early July to confer with agency manager Norman W. Morrell on the NBC program, *A Date With Judy*, sponsored by Pepsodent Co., as a summer replacement for the *Bob Hope Show*.

Allied's Own Building

ALLIED ADVERTISING AGENCY, Los Angeles, on July 1 moved into its new headquarters at 167 S. Vermont Ave., occupying the entire two-story, 16-room office building recently purchased and remodeled. Specializing in radio, the concern is headed by W. Fehr Gardner. Walter McCreery is general manager and Mel Roach, production manager. Victor Cheslick has joined the agency as manager of display and art production. Lisle Sheldon, who recently dissolved the Los Angeles agency operated under his name, has affiliated with Allied as account executive. Frank Schlessinger is manager of the San Francisco offices, at 525 Market St. Among radio accounts serviced by the concern are Mountain Copper Co., (fruit spray); Lawrdon Chemical Co., (Di-Mon-Glo wax products); Star Outfitting Co., (chain credit clothiers); Dr. F. E. Campbell, (chain credit dentist); Cambria Development Co., (subdivision); Kelly Kar Co., (used cars); Ice Follies Corp., Detroit (ice shows).

Handled Canadian Campaign

THE RADIO advertising campaign held recently for Canada's third war loan, Victory Loan 1941, was arranged by the radio division of the National Victory Loan Publicity Committee, headed by E. W. Reynolds of E. W. Reynolds & Co., Toronto advertising agency, and assisted by C. M. Pasmore and M. Rosenfeld of MacLaren Adv. Co., Toronto; G. A. Phare of R. C. Smith & Son, Toronto agency; E. Gould of McConnell Eastman Co., Toronto agency; George Taggart, Canadian Broadcasting Corp. assistant program supervison, Toronto; Harry Sedgwick, CFRB, Toronto; and Guy F. Herbert, All-Canada Radio Facilities, Toronto, secured all-star talent largely from the United States and supervised programs and production.

Research Officials

MARKET Research Council at its annual meeting June 20 elected Will S. Johnson, of Vick Chemical Co., as president succeeding Arno H. Johnson, of J. Walter Thompson Co. Elmo Roper, of Elmer Roper Inc., was named vice-president to succeed Dr. Frank M. Surface, of Standard Oil Co. of N. J. Dr. D. B. Lucas, associate professor of marketing at New York U, was chosen secretary-treasurer and Hugh M. Beville, NBC research manager, was elected executive committeeman at large. The new officers and Mr. Johnson will constitute the new executive committee.

New Firm in L. A.

RADIO CONSOLIDATED, Los Angeles radio counselors, has been established at 553 S. Western Ave. Matt Murray, one-time manager of KMPC, Beverly Hills, Cal., and Carroll Myers, columnist and former commentator, head the new enterprise. Penny Pierce heads the continuity and story department, specializing in women's programs.

BRISACHER, DAVIS & STAFF, San Francisco, has taken a radio serialization option on the book, *Out of the Night*, by Jan Valtin.

AGENCY Appointments

GERMAIN SEED & PLANT Co., Los Angeles to Lee Ringer Adv., that city.

AMBASSADOR HOTEL Co., Los Angeles, to Western Adv. Agency, that city.

SEAL-COTE Co., Hollywood (nail polish (preserver), to Buchanan & Co., Los Angeles. Spot radio will be continued.

FLAMINGO SALES Co., Hollywood (nail polish), to Buchanan & Co., Los Angeles. Will continue use of spot radio along with other media.

RIC PRODUCTS, Philadelphia (perfume sticks), to J. M. Korn & Co., Philadelphia. Newspapers, magazines and radio will be used.

BERNARD-PERFUMER, St. Louis, to Major Adv. Agency, St. Louis.

MORTEN LABS., Dallas (M-L nose drops), to Tracy-Locke-Dawson, Dallas. Said to use radio.

DANAHY PACKING Co., Buffalo, to Moss-Chase Co., Buffalo. Said to use radio.

RED CHIEF INDUSTRIES, Chicago (novelties), to Henry J. Handelsman Inc., Chicago. Said to use radio.

DREZMA Inc., New York, to Blaine-Thompson Co., N. Y.

VITAMIN CO. OF AMERICA, Hollywood, to Faraon Jay Moss, same city. Radio in several eastern cities, newspaper and magazine advertising to be used.

RANGER JOE Co., Chester, Pa., to the Clements Co., Philadelphia. Radio, newspapers and dealer helps to be used.

NODOZ AWAKENERS Inc., Oakland, Cal. (proprietary), to Sidney Garfinkel Adv. Agency, San Francisco.

EAGLE VINEYARDS PRODUCTS Co. (Baronet wines), to Sidney Garfinkel Adv. Agency, San Francisco.

SQUIRT Co., Beverly Hills, Cal. (beverage), to McCann-Erickson, Los Angeles. New radio plans being considered.

BEACON LABS., Dover, Del. (Muscleflex lotion), to Oswald Adv. Agency, Philadelphia. Said to use radio.

Olympia Adding

OLYMPIA BREWING Co., Olympia, Wash., recently started its first radio effort, a test campaign which will vary from 9 to 13 weeks in different markets, using approximately 20 stations on the Pacific Coast and Alaska. One-minute transcribed spots are being placed near newscasts. Agency is Botsford, Constantine & Gardner, Seattle. Stations already carrying the campaign include: KFPY KINY KFQD KFI KFRC KSFO KHSL KQW KSRO KFJI KROY KWG KDB. Others are to be added.

1340 WINX Washington's Own Station
LOW RATES—COMPLETE COVERAGE
WINX BUILDING • WASHINGTON, D. C.

IN BALTIMORE
Penny for Penny
COVERAGE
Better Than Any!
Complete . . . consistent . . . PROFITABLE coverage! The most listeners for your advertising dollar! Proof is plentiful . . . write for it!
WCBM
Baltimore's Mutual Affiliate
Beginning Oct. 1—NBC BLUE

Merchandising & Promotion

City Directory—Atlanta Counters—Plane Over Beach—Love of Music—North American Log

COOPERATING with civic and commercial concerns in Rockford, Ill., WROK has produced a folding mailing piece which opens to a sheet 31x48 inches. Contained is a professional directory of the city's 505 businesses with an accompanying street map to indicate the locations of the firms. Strips bordering the top and bottom of one side are dedicated to pictures of WROK and MBS talent. WROK has also placed the maps in 400 buildings at Camp Grant, near Rockford.

* * *

Display Prizes

GROCERS and druggists are competing for $300 in prizes offered by WSB, Atlanta, for the best window or counter display featuring a WSB-advertised product. Rules are that display must be shown for six consecutive business days between June 30 and July 2, when the contest terminates, and each contestant must submit a photo and display of his entry.

* * *

Airplane Banner

AIRPLANE flying a banner, the aerial sign using three-foot letters to read: "Dial 950—WPEN—On The Hour For Late News," was used by WPEN, Philadelphia, July 5 in Atlantic City, taking advantage of the holiday throngs.

* * *

Chesterfield Week

LIGGETT & MYERS TOBACCO Co., New York (Chesterfields), will use its radio and newspaper advertising to promote "Chesterfield Navy Week", beginning July 7 and "Chesterfield Army Week", July 21.

Music Merchants

WITH THE SLOGAN "10,000 traveling salesmen couldn't do in years what radio does in one minute", the latest of a series of promotion pieces issued by the NAB Bureau of Radio Advertising deals with the sale of musical instruments. Centering around the testimonials of the Charles E. Wells Music Co., of Denver, the mailing piece tells how radio has helped make the United States a nation of music lovers.

* * *

Tips to Anglers

A FISHERMAN'S GUIDE, telling where to go when they're biting and the best ways to catch them, has been distributed by WSM, Nashville, in connection with its *Get Out of Doors* program. More than 15,000 of the four-page leaflets were distributed through the Game & Fish Dept., at hardware stores where fishing licenses are sold and as giveaways on the program.

* * *

WCCO News Schedules

SCHEDULES of newcasts broadcast daily over WCCO, Minneapolis, have been sent to over 500 resort owners in the area for posting in their lodges and cabins.

Truck on the Job

SPECIAL events truck and other equipment were provided by WNAX, Yankton, S. D., for the 44th annual convention of the South Dakota Retail Merchants Assn., held at Aberdeen, S. D. The truck was used to announce various events and a number of recordings were made at the three-day event.

* * *

Network Log

AS A TIME-SAVING reference on U. S. and Canadian stations, NBC has issued a folder listing all pertinent information on station call letters and frequencies, as allocated under the Havana Treaty last March, their locations, powers, etc. Folder also contains a map of NBC network facilities.

BROCHURES

NBC-Red—Bright red 40-page booklet "Saturday Morning, Radio 'Buy-Word' of 1941".

CBS—Silver and black folder, "Three Beautiful Pictures", showing success of the *Silver Theatre*.

CJGX, Yorkton, Sask.—A 20-page "Presentation of the Services Performed by CJGX."

NOW
In the Tennessee Valley
at 5000 watts

WAPO Offers More!

MORE COVERAGE: Power boost July 15 from 250 watts to 5,000 watts day, 1,000 watts night multiplies primary area!

MORE CUSTOMERS: With Camp Forrest's 70,000 soldiers now in its primary area, WAPO reaches over one half million prospective buyers.

MORE PAYROLLS: Chattanooga just chosen site for 38 million dollar powder plant employing 18,000. Power plant costing 42 million now in operation.

MORE LISTENERS: Now scheduling more NBC Red and Blue shows than ever before.

Present rates in effect until
August 1, 1941

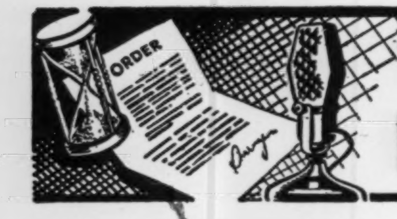
National Representatives
HEADLEY-REED CO.
New York • Chicago • Detroit • Atlanta

WAPO
Chattanooga's Friendly Station
1150 Kilocycles NBC Red and Blue

KWKH
50,000 WATTS
SHREVEPORT, LA.
CBS

Serving one of the nation's richest and most prosperous markets

Owned and operated by: The Shreveport Times. Ask The Branham Company for more information about KWKH, one of the sixteen CBS 50,000 watt stations.



THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGAR, Cleveland

Summit Hotel, Uniontown, Pa., 2 *sa* weekly, thru W. Earl Bothwell Adv. Agency, Pittsburgh.

Procter & Gamble Co., Cincinnati (Oxydol), 4 *sa* weekly, thru Blackett-Sample-Hummert, Chicago.

Procter & Gamble Co., Cincinnati (Lava soap), 1 *sa* weekly, thru Blackett-Sample-Hummert, Chicago.

Golden Glint Co., Seattle (shampoo), 3 *sa* weekly, direct.

Genesee Brewing Co., Rochester, N. Y., 2 *sa* weekly, thru John P. Smith Co., Rochester.

Detroit & Cleveland Navigation Co., Detroit, 1 *sa* weekly, thru Ralph L. Wolfe & Assoc., Detroit.

Continental Baking Co., N. Y. (Staff bread), 8 *sa*, thru Ted Bates Agency, N. Y.

Cleveland Dodge Dealers' Assn., 1 *sp* weekly, thru Ruthrauff & Ryan, N. Y.

Noxzema Chemical Co., Baltimore, *sp* weekly, thru Ruthrauff & Ryan, N. Y.

American Chicle Co., Long Island City, N. Y., *sp* weekly, thru Badger, Browning & Hersey, N. Y.

KFI, Los Angeles

Lawrdon Chemical Co., Los Angeles (waxes), 5 *sp* weekly, thru Allied Adv. Agencies, Los Angeles.

Ben Beckman Fur Store, Los Angeles (furs), *sa* weekly, thru Glasser-Gailey & Co., Los Angeles.

Charles E. Hires Co., Philadelphia (root beer), 3 *sa* weekly, thru O'Dea, Sheldon & Canaday Inc., N. Y.

MacFadden Publications, New York (*True Story* Magazine), 12 *sa* weekly, thru Arthur Kudner Inc., N. Y.

Coast Federal Savings & Loan Assn., Los Angeles (investments), 42 *sa* weekly, thru Robert F. Dennis Inc., Los Angeles.

W. A. Taylor & Co., New York (Martini & Rossi vermouth), 6 *sa* weekly, thru J. Walter Thompson Co., N. Y.

WOWO-WGL, Fort Wayne

Starr Pen Co., Chicago (fountain pens), 39 *sp*, thru United Adv. Co., Chicago.

American Chicle Co., Long Island City, N. Y., 65 *sa*, thru Badger, Browning & Hersey, N. Y.

KYW, Philadelphia

Lehigh Coal & Navigation Co., Pocono Mts., Pa. (resort), 1 *sp* weekly, for 13 weeks, thru McLain Adv., Philadelphia.

WIBG, Glenside, Pa.

Old Eli Pale Co., Philadelphia (malt drink), 6 *sa* weekly, for 13 weeks, thru Stewart-Jordon, Philadelphia.

CKCA, Kenora, Ont.

Kennedy Mfg. Co., Montreal (insect spray), *sa* series, thru Cockfield Brown & Co., Montreal.

CFCF, Montreal

N. G. Valliquette Ltd., Montreal (furniture), *t* weekly, thru Canadian Adv Agency, Montreal.

KNX, Hollywood

Ball Bros. Co., Muncie, Ind. (fruit jars), 3 *sa* weekly, thru Applegate Adv. Agency, Muncie, Ind.

KGB, San Diego

J. A. Folger & Co., San Francisco (coffee), weekly *sp*, thru Raymond R. Morgan Co., Hollywood.

WKBN, Youngstown

Royal Crown Bottling Co., Cleveland, *t* series, thru local distributors.

KOA, Denver

Seven-Up Bottling Co., Los Angeles (beverages), 6 *sp* weekly, thru Raymond Keane Adv. Agency, Denver.

Omar Mills, Omaha (bakeries), 15 *sa* weekly, thru Hays MacFarland & Co., Chicago.

Gardner Nursery Co., Osage, Ia. (plants), 6 *sp* weekly, thru Northwest Radio Adv. Co., Seattle.

Kellogg Co., Battle Creek (Pep cereal), 10 *ta* weekly, thru Kenyon & Eckhardt, New York.

KPO, San Francisco

Gardner Nursery Co., Osage, Ia. (plants), 5 *sa* weekly, thru Northwest Radio Adv. Agency, Seattle, Wash.

Progressive Optical System, Fresno, Cal. (optical chain), 2 *sa* weekly, thru W. L. Gleason, Riverside, Cal.

Swerl Products, Oakland, Cal. (soap), weekly *sa*, thru Lord & Thomas, San Francisco.

Lehn & Fink Products Co., New York (hand cream), 12 *sa*, thru Wm. Esty & Co., N. Y.

WIP, Philadelphia

Tru-Site Optical Co., Philadelphia (eyeglasses), *sp* weekly, for 52 weeks, thru DeHaan Adv., Philadelphia.

Gilbert Spruance Co., Philadelphia (paints), 5 *sa* weekly, 27 weeks, thru May Adv., Philadelphia.

Moss Bros. Nut Co., Philadelphia (Chunky Nut), 12 *sa* weekly, for 29 weeks, thru Frank Wellman, Philadelphia.

WQXR, New York

Warner Bros. Pictures, New York ("Sergeant York"), 41 *sa*, 2 weeks, thru J. Walter Thompson Co., N. Y.

Thomas Cook & Son—Wagon Lits, New York (cruises), 6 *sa* weekly, thru Newell-Emmett Co., N. Y.

Reader's Digest, Pleasantville, N. Y., 10 *sa* weekly, one week, thru BBDO, N. Y.

CKCL, Toronto

J. S. Laing Agencies, Toronto (proprietary), 3 *sa* weekly, thru Frontenac Broadcasting Co., Toronto.

Wabasso Cotton Co., Cambridge, Mass., 6 *sa* weekly, thru Eddy-Rucker-Nickels Co., Cambridge.

WEEI, Boston

Garth-West Inc., Boston (Ultra-Tan sunburn preventive), *sp* weekly, thru Jamesway Adv., Boston.

Richman Brothers Co., Cleveland (clothing), 6 *sp* weekly, thru McCann-Erickson, Cleveland.

WAAB, Boston

Estabrook & Eaton, Boston, 1 *sa*, thru Bresnick & Solomont, Boston.

Nasher Mfg. Co., Stoughton, Mass. 3 *sa* weekly, thru Joseph Maxfield Co., Providence, R. I.

WFIL, Philadelphia

Otto Erlanger Brewing Co., Philadelphia (Erlanger Pilsner and Pony De Luxe Beer), 3 *sp* weekly, for 52 weeks, thru J. M. Korn, Philadelphia.

KSRO, Santa Rosa, Cal.

Nehi Bottling Co., Santa Rosa, Cal. (soft drink), 3 *sp* weekly, direct.

Dr. S. D. Orwitz, San Francisco (chain dental system), 6 *sa* weekly, thru Julius Zederman, San Francisco.

Par Soap Co., Oakland, Cal. (washing soap), 7 *sa* weekly, direct.

Crown Products Corp., San Francisco (Sani-Clor and Lady's Choice), 6 *sa* weekly, direct.

Seven-Up Bottling Co., San Francisco (soft drink), 6 *sa* weekly, thru Rufus Rhoades & Co., San Francisco.

Pepsi-Cola Bottling Co., Santa Rosa, Cal. (soft drink), 34 *ta* weekly, direct.

Pioneer Baking Co., Sacramento, Cal. (chain), 15 *sa* weekly, direct.

Kilpatrick Baking Co., Oakland, Cal. (chain), 18 *sa* weekly, thru Emil Reinhardt Adv., Oakland.

Olympia Brewing Co., Seattle, 3 *sa* weekly, thru Botsford, Constantine & Gardner, Seattle.

Chuck Research Labs., San Francisco (poultry medicine), 2 *sa* weekly, direct.

Waltham Fountain Pen Co., Chicago, 3 *sp* weekly, thru United Adv. Co., Chicago.

WPTF, Raleigh, N. C.

Manhattan Soap Co., New York (Sweetheart Soap), 58 *ta*, thru Franklin Bruck Adv. Co., N. Y.

Pure Oil Co., Chicago, 40 *ta*, thru Leo Burnett Co., Chicago.

Yager Liniment Co., Baltimore, 100 *sa*, thru Harvey-Massengale Co., Durham, N. C.

Castleberry's Food Co., Augusta, Ga., 5 *sa* weekly, thru Nachman-Rhodes, Augusta.

Johns-Manville Corp., New York, 13 *sp*, thru J. Walter Thompson Co., N. Y.

Mentho-Mulsion Co., Atlanta, 30 *sa*, thru Charles A. Rawson & Associates, Atlanta.

Job P. Wyatt & Sons Co., Raleigh, 6 *sa* weekly, direct.

S & W Cafeteria, Raleigh, 26 *sa*, direct.

WAPI, Birmingham

B-C Remedy Co., Durham, N. C., 15 *sa* weekly, thru Harvey-Massengale Co., Durham.

K C Baking Powder, Chicago, 6 *sa* weekly, direct.

Lydia Pinkham Medicine Co., Lynn, Mass., 5 *ta* weekly, thru Erwin, Wasey & Co., N. Y.

Procter & Gamble, Cincinnati (Duz), 2 *sp* weekly, thru Compton Adv., N. Y.

KGO, San Francisco

Loma Linda Food Co., San Francisco (Ruskets), 2 *sa* weekly, thru Gerth-Knollin Adv., San Francisco.

Sommer & Kaufmann, San Francisco (shoe stores), *sa* series, thru W. J. Wilkin, San Francisco.

KMPC, Beverly Hills, Cal.

Henna-foam Corp., New York (shampoo), 7 *t* weekly, thru Arthur Rosenberg Co., N. Y.

Washington Furniture Co., Los Angeles (detail), 3 *sp* weekly, thru Allied Adv. Agencies, Los Angeles.

WJBC, Bloomington, Ill.

Continental Oil Co., Ponca City, Okla. (gas, oil), 52 *ta*, thru Tracy-Locke-Dawson, N. Y.

Z NET
HELENA
BUTTE
BOZEMAN
LIVINGSTON
THREE STATIONS FOR THE PRICE OF ONE TAKES THE CAKE FOR RADIO VALUE!

A NETWORK AT THE PRICE OF A SINGLE STATION

Complete coverage with a single contract

The Walker Company

Large Advertisers Studied by ANPA

Gen. Motors, P&G, Chrysler, Reynolds, Gen. Foods Lead

NATIONAL advertisers whose individual expenditures during 1940 in each of four media amounted to $25,000 or more had an aggregate expenditure of $378,828,009 in the four media combined, according to the second annual edition of "Expenditures of National Advertisers" issued by the Bureau of Advertising, American Newspaper Publishers Assn. The study shows 1,129 such advertisers together with the 3,108 products or services advertising.

Of the total expenditure, $93,751,584 went to chain radio; $138,860,348 to newspapers; $135,137,630 to magazines, and $11,078,483 to farm journals. Figures were compiled for radio, magazines and farm journals by Publishers' Information Bureau, and for newspapers by Media Records.

Largest Advertisers

As recorded in the study, the 25 largest advertisers in the four media combined in 1940, in the order named, are: General Motors Corp., Procter Gamble Co., Chrysler Corp., R. J. Reynolds Tobacco Co., General Foods Corp., Liggett & Myers Tobacco Co., Lever Bros. Co., Sterling Products, Colgate-Palmolive-Peet Co., Ford Motor Co., American Tobacco Co., Campbell Soup Co., Standard Brands, General Mills, Schenley Distillers Corp., American Home Products Co., Brown & Williamson Tobacco Corp., General Electric Co., Coca-Cola Co., National Dairy Products Corp., National Distillers Products Corp., Seagram-Distillers Corp., Texas Co., and Kellogg Co.

Big Roma Schedule

ROMA WINE Co., Modesto, Cal., on July 1 replaced its weekly half-hour *Art Linkletter in Hollywood* on 30 Don Lee stations with a heavy schedule of western newscasts. On a 52-week contract, the firm is sponsoring a thrice-weekly quarter-hour news program titled *Roma News*, with Jim Doyle, commentator, on 16 California Don Lee stations, Monday, Wednesday, Friday, 6:30-6:45 p. m. A seven-weekly five-minute news broadcast originating from KFBK, Sacramento, has been extended to include four additional McClatchy network stations, KOH, Reno; KMJ, Fresno; KERN, Bakersfield; KWG, Stockton. In addition, a five-minute commentary, five times per week, is being sponsored on 3 CBS Arizona stations (KOY KTUC KSUN), Monday, Tuesday, Friday, Saturday, 6:25-6:30 p. m., Wednesday, 7:20-7:25 p. m. Cesana & Assoc., Hollywood, has the account.

SEEKING the facilities of WSIX, Nashville, if and when vacated, R. O. Harbin, a local motion picture projectionist, has applied to the FCC for a new station in Nashville on 1240 kc. using 250 watts.

Radio Advertisers

LAWRDON CHEMICAL Co., Los Angeles (Di-Mon-Glo wax products), in addition to a weekly half-hour dramatic program *Enemy Sabotage*, on July 14 starts a five-weekly five-minute newscast on KFWB, Hollywood. Firm will also sponsor daily participation in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX; and use similar participation in *Norma Young's Happy Homes* and *Eddie Albright* program on KHJ, in addition to *Art Baker's Notebook* on KFI. Contracts are for 13 weeks. To merchandise the campaign, Lawrdon Chemical Co. will award a total of seventy-five $7.50 permanent waves per week to winners of its 25 word "Why I Like Di-Mon-Glo wax products" contest. Allied Adv. Agency, Los Angeles, has the account.

BEVERLY HILLS Country Club, night spot near Fort Thomas, Ky., is using one-minute transcriptions with name-band background on stations in Ohio, Kentucky and Indiana, placed thru David Penn Associates Inc., Columbus.

BEN MARDEN'S RIVIERA, New York club on the Hudson River, is sponsoring a thrice-weekly recorded *Music of Today* program on WABC, New York, 8:15-8:20 a.m. Agency is J. R. Kupsick Adv. Agency, New York.

FORD DEALERS Advertising Fund, Milwaukee, on July 1 started a 12-week campaign of five-weekly 100-word live announcements on WSAU, Wausau, WIBA, Madison and WTAQ, Green Bay, Wis., and on July 7 started a 13-week schedule of six-weekly 100-word announcements on WTMJ, Milwaukee. Agency is McCann-Erickson, Chicago.

A. S. BOYLE Co., Windsor, Ont. (Flyded insect spray), has started a spot announcement campaign on several Canadian stations. Account is placed by John F. Murray Adv. Agency, New York.

PETER PAUL Inc., Naugatuck, Conn. (candy, gum), has renewed for another 26 weeks, as of June 30, the morning news period from 6:45 to 6:50 a.m. (EDST), on WEAF, New York, Monday, Wednesday and Friday. Agency is Platt-Forbes, N. Y.

OLD BEN COAL Co., Chicago (Green Marked coal), has contracted for the five-minute transcribed *Nothing But the Truth* program five times weekly for 26 weeks on KMOX, St. Louis. Agency is J. R. Hamilton Adv. Agency, Chicago.

INSURANCE SECURITIES Inc., Oakland, Cal. (investment trust), recently started *It's Your Money*, quarter-hour commentary featuring Frank Wright and Ray Miller, Sundays, on KFBK, Sacramento, and Wednesdays on KTKC, Visalia. Agency is Theodore H. Segall, San Francisco.

CALO FOOD PRODUCTS, Oakland, Cal. (Calo dog and cat food), recently started a test campaign on WCBM, Baltimore, using a series of one-minute live spots. Other stations will be added. Agency is Theodore H. Segall, San Francisco.

NO-DOZ AWAKENERS Inc., Oakland, Cal. (stimulant), recently started a 13-week test campaign on KSFO, San Francisco, using three spot announcements weekly. If successful other stations will be added. Agency is Sidney Garfinkel Adv., San Francisco.

CALIFORNIA GROWN SUGAR GROUP, San Francisco (beet sugar), recently started an educational campaign on four California stations, using twice-weekly participations in home economics programs. Agency is Botsford, Constantine & Gardner, San Francisco. The list: KGO KPO KFI KHJ.

EAGLE VINEYARDS, San Francisco (Baronet wines), using radio for the first time, on July 1 started *The Grapevine*, five-minute gossip program, featuring Paul Pry, twice-weekly on KSFO, San Francisco. Agency is Sidney Garfinkel, San Francisco.

SAFEWAY STORES, Oakland, Cal., has started a concentrated two-week campaign on five Southern California stations, using 15 one-minute transcribed jingles weekly. Agency is J. Walter Thompson, San Francisco. The station list: KHJ KECA KERN KFXM KDB.

BANK OF AMERICA, San Francisco (chain), a spasmodic user of radio, currently expanding its spot announcement compaign, will present a transcribed broadcast of the Salinas Rodeo, one of the West's largest wild West events, on KFRC, San Francisco, July 17. Agency is Charles R. Stuart, San Francisco.

PERSONAL FINANCE Co., Hollywood (loans), in a summer campaign, is sponsoring a weekly half-hour live Hawaiian musical program, *Paradise Isle*, on 2 California Don Lee stations (KFRC-KHJ), Sunday, 10:30-11 p.m. (PST). With local office tie-in, the firm also sponsors a five-weekly quarter-hour newscast on KTUC, Tucson, with five spot announcements daily on KTRB, Modesto, and four per day on KERN, Bakersfield. Agency is Anderson, Davis & Platte, Hollywood.

GALLENKAMP STORES Inc., San Francisco (shoe chain), on July 11 will change its program *Here's the Clue* featuring Frank Graham from a five-minute to a quarter-hour weekly program for 13 weeks on KNX KSFO KARM. Agency is Long Adv. Service, San Francisco.

HOBBY HORSES were showered in profusion on Keith Kiggins, NBC-Blue sales manager, on his birthday recently when the Blue Network staff knowing of his hobby of collecting miniature horses raided Radio City stores for steeds.

GENERAL FOODS Corp., New York, sponsoring the *Second Mrs. Burton* on 6 CBS Pacific Coast stations (KNX KARM KSFO KOIN KIRO KVI), Monday through Friday, 3-3:15 p.m. (PST), in the interest of Postum, on June 30 switched the advertised product to Baker's Chocolate and Cocoa, with Benton & Bowles taking over production from Young & Rubicam. Series continues to feature Sharon Douglas, Gale Gordon and Ann Stone. Lew Crosby is announcer, with Mann Holiner, agency producer.

INFORMATION on national advertising and sales promotion as an aid to consumer buying, a research report of the Committee on Consumer Relations in Advertising, New York, is now being printed for distribution about July 15.

SPOT
BROADCASTING
permits
SPOT BUDGETING
to fit each
market's volume

More money for the HOT SPOTS
Nothing wasted on the DEAD SPOTS
Special attention for PROBLEM SPOTS

JOHN BLAIR
& COMPANY
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY
NATIONAL STATION REPRESENTATIVES
CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

"ENGLAND EXPECTS
THAT THIS DAY EVERY MAN WILL DO HIS DUTY!" SAID LORD NELSON JUST BEFORE THE BATTLE OF TRAFALGAR.

"ENGLAND EXPECTS . . ." IS THE OUTSTANDING TRANSCRIBED STORY OF NELSON AND MANY OF THE THRILLING EXPLOITS OF THE BRITISH NAVY.

For information in regard to national or regional sales please write or wire

Kasper-Gordon, Inc., 140 Boylston St., Boston
Howard C. Brown Co., 6418 Santa Monica Blvd., Hollywood

CALL OF MANY TONGUES UNITED IN A SINGLE CAUSE

★

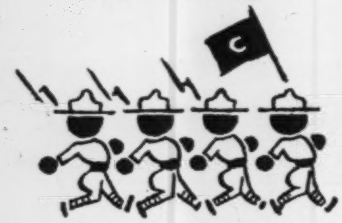
A strange voice no longer cries in the wilderness. The pervading influence of the WHOM microphone reaches the welcoming ears of half a score of different races. But in each foreign language the priceless ingredient, defense of American Freedom, falls upon sympathetic and understanding ears. It was to attain such deep-rooted ideals that these people bravely sought this distant land that it might be forever their home. They are deep and true Americans.

★

YOU SHOULD KNOW THESE 5,000,000 AMERICANS
THEY ARE RECEPTIVE TO MODERN WAYS

WHOM
1480 KILOCYCLES
FULL TIME OPERATION
29 WEST 57TH ST., NEW YORK
Telephone Plaza 3-4204
AMERICA'S LEADING FOREIGN LANGUAGE STATION

"--the boys are marching"



30,000 STRONG AT FORT BLISS

And They Listen to

KROD

EL PASO, TEXAS

● The Cavalry . . . the Artillery . . . Engineers . . . Anti-Aircraft . . . They draw down more than $1,600,000 a month. That's spending money in any man's town. You can cash in on this market by using KROD — because the men at Fort Bliss listen to KROD . . . Listen because, since National Defense started, KROD has broadcast more than 25 hours of Fort Bliss programs and has covered all special events. KROD has cooperated with both officers and enlisted personnel—and they appreciate it. This market is one soldier "bonus" you can benefit from. Use KROD for effective results.

THIS IS A BONUS MARKET FOR YOU

KROD

CBS AFFILIATE

Covers ALL *the El Paso Southwest*

○

600 KILOCYCLES

1000 WATTS (Day)
500 WATTS (Night)

Dorrance D. Roderick, Owner
Merle H. Tucker, Manager

Howard H. Wilson Co.
National Representatives

NOW THEY LOOK LIKE THIS

See page 12

PHOTOGRAPHS ON PAGE 12 in the same (l to r) order show: 1. **Ralph R. Brunton**, manager of KJBS, San Francisco, who enlisted at the Presidio in July, 1917, and had charge of all motor repairs there; then went to officers' training school at Jacksonville and went overseas as a lieutenant in the motor transport corps, being stationed in Brest until June, 1919. 2. **Gene O'Fallon**, owner of KFEL, Denver, who was sent to Kelly Field in March, 1918, with the 327th Aero Squadron, being transferred to the 72d Balloon Company at Camp John Wise, San Antonio, where he became a corporal and served until January, 1919. 3. **Don E. Gilman**, NBC western division v.p., who was a publishers' representative in San Francisco when he entered the Army at the Presidio, was sent to officers' training school at Camp Taylor, Louisville, became a first lieutenant but was thwarted in his ambition to go overseas by a prolonged siege of flu.

Guestitorial

(*Continued from page 28*)

of salt; it's a question of catching the ear instead of the eye. This is done with the entertainment side of your program. And your commercial announcement should be a punch-line.

At Least a Minute

All announcements must be pretested by oral audition and not by mere manuscript checking. And this leads quite naturally to a second major point—that it's a physical impossibility to properly present an oral advertising message in less than a minute's time.

Now, there's truth to the argument that there are some successful campaigns employing announcements of 20 seconds or less, but these efforts, in most instances, are presented by well-known brand-name products which are continually placed before the public through many types of advertising media and the short announcement is only a small picture in a larger mosaic. But for most products—and particularly for the advertiser who must realize direct results from a radio campaign independent of other advertising efforts the selling message should be at least one minute long.

Advertisers with definite selling problems should purchase programs long enough to permit two or more announcements. This will give the sponsor an opportunity to develop his sales story over two, three or more minutes.

These minutes need not be consecutive but if they are all within one program period—and the presentation itself a well-knit affair—they can be unified as to maintain a natural sequence.

Each and every sales message must be specifically designed to meet the immediate merchandising goal of the sponsor. The leeway for radio copy is as free and wide and has as many possibilities as the blank layout sheet on a copywriter's desk.

Friendly Style

My only suggestion is that you inject your sales message crisply and to the point. It's better to bring your message home in a clear-cut fashion without resorting to subdued methods of coloring and dressing-up the blurb you really have in mind. You cannot look down to your listener at any stage in program building.

The most effective technique is an intimate, friendly style, sometimes called the "man-to-man" technique. An element of humor is sometimes effective but the sponsor should be careful to prevent his "salesmen" or sales message from becoming ludicrous.

One word of caution: Good taste must at all times govern the presentation. This applies to the announcement as well as to the rest of the program. And here, once again, I want to point out that the announcement is part of the show and, hence, has standard of quality that cannot be ignored.

Sometimes the star or featured character of a program can handle commercial lines very well. But more often than not the use of a prominent entertainer in this role has an unfortunate reaction in the mind of the listener. This is a factor that must be carefully weighed.

Certain entertainers—but very few—have the knack of mentioning the product incidental to their own parts of the program. Dramatized announcements, too, must be handled with care for the same reason. But the situations showing the products' demand should be rational and true-to-life lest the listener laugh them off as over-exaggeration.

NBC-Red Handbook

HANDBOOK of data about radio and its development as an advertising medium has been compiled by the NBC-Red sales staff for "general use" by salesmen and advertisers "in sales presentations and in the preparation of talks." The material for the 62-page brochure, bound in shiny red paper, was gathered by Bill Fairbanks, now on the Red sales promotion staff, while in the NBC research department.

WESTERN Association of Broadcasters, comprising broadcasters of western Canada, will hold its annual convention July 14-16 at Harrison Hot Springs Hotel, Chilliwack, B. C. George Chandler, CJOR, Vancouver, president, will preside.

CANADA
MINNESOTA
WHLB
Virginia
WMFG
Hibbing
WEBC
Duluth
Superior
WIS.
Lake Superior
Hit the Sales Bulls-eye
IN THE RICH ARROWHEAD REGION OF MINNESOTA WITH THE ARROWHEAD NETWORK
General Offices
WEBC Building
Duluth, Minnesota

550 KC

KOY

CBS Affiliate

PHOENIX

FIRST on the dial;
FIRST with listeners;
FIRST in results for advertisers

JOHN BLAIR & COMPANY

Affiliate Station WLS Chicago

Studio Notes

LEAVING the Bankhead Hotel after 13 years, WBRC, Birmingham, next winter will occupy new quarters at Second Ave. and 18th St., nearer the heart of the city. K. G. Marshall, president, reports the new studio and business office setup will be one of the most elaborate in the South. WBRC recently moved its transmitter site on the occasion of going fulltime on 960 kc. with 5,000 watts.

AS A SUBSTITUTE for formal inaugural ceremonies of the new Saratoga Raceway at Saratoga Springs, N. Y., WGY, Schenectady, on opening day late in June originated a quarter-hour program from the racing plant, presenting interviews with track and State officials. The program, carried on the track's public address system, was transcribed and broadcast at 10:45 p.m.

AFTER a remote pickup from the Wright plant in Cincinnati, featuring an interview with William S. Knudsen, WCPO, Cincinnati, sent a transcription of the broadcast to Mr. Knudsen and received a letter of appreciation. Program was one of WCPO's *Arriving or Leaving* series, sponsored by Fels & Co. (soaps).

WORL, Boston, in cooperation with the Boston division of the U. S. Treasury, has inaugurated *Millions for Defense*, to boost sales of defense bonds and stamps in the New England area. Conducted by Gordon Wayne, the 60-minute program presents prominent official and civilian speakers, interspersed with patriotic melodies.

KMA, Shenandoah, Ia., was honored during the national convention of the nation's Junior Chamber of Commerce in Minneapolis June 19-21 when the *KMA Town Hall* was awarded a $200 first prize over projects submitted by hundreds of other similar organizations.

WLS, Chicago, has purchased a new Mercury station wagon for use in special event pickups. A small shortwave transmitter has been installed as well as regular remote panel. The wagon is used in addition to the regular WLS mobile unit.

DEFENSE SAVING STAMPS are given to each member of the staff of WDAS, Philadelphia, for each program idea or suggestion. The staff member receiving the greatest number of stamps, equivalent of a defense bond, will also become the recipient of a baby bond.

WCCO, Minneapolis, on June 25 held its annual golf tournament at Minneapolis Country Club, with 26 staff members participating. Eddie Gallaher sports announcer, won the tourney for the third consecutive year, posting a net of 74. Al Harding, WCCO salesman, who scored a gross of 190 last year, posted 178 this year, and with a 115-stroke handicap came in on the prize drawing.

WCKY, Cincinnati, has started its new two-hour *Swing School* program on which Gordon Gray, as "professor" brings leading exponents of swing and band leaders to the microphones to give their views and presents recordings of old and new swing numbers.

WSTV, Steubenville, O., has opened its new studios in East Liverpool, O., located in the Travelers Hotel. Several shows, including *East Liverpool Today*, *Your News With Jim Maley* and a kiddies quiz show, originating in East Liverpool and stressing that community's angle are being presented by the station.

CHGB, Ste. Anne de la Pocatiere, Broadcasting Corp. French network Que., has been added to the Canadian Broadcasting Corp. French network as an affiliate. The station was recently given a power increase to 250 watts.

THE BOSS HIMSELF took over the mike when the *Strietmann Streetman* of WBT, Charlotte, started giving defense stamps instead of cash to local quiz show winners. At the mike, Manager G. M. Joscelyn turns over a certificate to the first winning contestant. Peeking over his shoulder is Frank Graham, of the local post office, with Announcer Lee Kirby at left

Youth at Sumter

SOME sort of record is claimed by WFIG, Sumter, S. C., which reports that the average age of the entire staff, including Owner J. Samuel Brody, announcers, engineers and all, is only 22½ years. The average experience in radio is 2 years, 10 months.

WTAG, Worcester, was cited for "outstanding contribution" to national defense in a letter from Gen. James A. Woodruff of the Headquarters First Corps Area, Boston. Addressed to Commercial Manager George H. Jaspert, the letter thanked the station for its cooperation and for "tangible results" felt by the Recruiting Service as a result of WTAG's national defense drive.

WPEN, Philadelphia, expanded its exchange arrangement with the local newspapers in making a time for space deal with the *Evening Ledger* and increasing its deal with the *Evening Bulletin*. In addition, the station has a long-standing arrangement with the *Daily News*.

VOCATIONAL TRAINING in the radio news field will be provided for graduates of the Temple U School of Journalism at WCAU, Philadelphia. The plan provides for three recent graduates to serve as apprentices, working under Ken Stowman, WCAU's new editor, and paid a full-time salary.

FM

with

Simplified

CIRCUIT DESIGN

GENERAL ELECTRIC

160-17

RECENT stations subscribing to United Press radio news include KVOS, Bellingham, Wash.; KSUB, Cedar City, Utah; WRDO, Augusta, Ga.; WGTM, Wilson, N. C.; WTAX, Springfield, Ill., and WJIM, Lansing, Mich. Robert Johnson, formerly in the Detroit office of UP, has been transferred to the New York office on the rewrite staff.

SINCE the outbreak of the German-Russian war, WNEW, New York, has added six news programs to its daily schedule, making a total of 13 on weekdays, and five on Sundays.

JESSE L. KAUFMAN PRODUCTIONS, New York, is preparing a new series of quarter-hour transcribed series titled *Taxi Tales*, based on an idea by Lew Armheim and written by Bob Brillmayer. Series is built around adventures of big city cab drivers, narrated by the character "Gabby Cabby", portrayed by Milt Herman.

Talking History of War Is Preserved by WOR

A TALKING HISTORY of World War II and the events which led up to it are preserved intact at the WOR, New York, recording library. There are approximately 2,000 sides filled in chronological order, including the last three years' news broadcasts from London and Berlin.

Among the voices recorded for future history are the shrill, nervous exclamations of Hitler after his entrances into the Sudentanland and Czechoslovakia and at Munich; the terse dictates of Daladier; the farewell of Benes; the almost tearful pleas of Paul Reynaud, and Churchill pledging "blood, sweat and tears".

JUST A MINUTE!

DON'T FORGET YOUR PROTECTION!

Before you get too far along with those fall schedules, remember WHN is going 50,000 Watts, so the rates now existing (for 5,000-1,000 Watts) will no longer prevail. New rates go into effect in the fall.

You'll want to include WHN on your list, of course, because its new clear channel and maximum power plus excellent programming and guaranteed time availabilities will make it just about the smartest buy in spot broadcasting.

Be on the safe side. Check us right away on the matter of rates and rate protection.

50,000 WATTS
UNDER CONSTRUCTION

WHN

CHICAGO OFFICE:
360 NORTH MICHIGAN

NEW YORK CITY

Argentina Favors U. S. Shortwave

But Survey Shows That Brazilians Tune to BBC Shortwave

U. S. SHORTWAVE stations are the most listened to in the Argentine, while in Brazil the British Broadcasting Corp. is out in front, with the U. S. a poor second, followed by Germany.

This was revealed by two independent factual surveys, titled *Radio Survey in Brazil, 1941* and *Survey of Listening Habits in Argentina*, conducted by J. Walter Thompson Co. subsidiaries in those countries in cooperation with the Export Information Bureau of the AAAA under the direction of Lloyd A. Free, research consultant and recently appointed chief of the FCC monitoring staff.

Using the sampling technique, Mr. Free employed native canvassers who were carefully trained before they were sent out into the field. As an indication of the thoroughness of the project, in the southern part of Brazil German-speaking questioners were employed to query the German speaking population, and the results of all the canvassers were carefully checked.

British Preferred

The results of the two surveys blast theories on shortwave brought back to this country by the steady stream of flying Latin American "experts".

In Brazil, it was found that 21% of all Brazilians who listen to shortwave broadcasts tuned in the BBC, 14% the U. S., and 13% Germany. The Brazilian shortwave audience is primarily a news listening audience, but the interest in U. S. shortwave programs is almost evenly divided between music and news.

It has been said the American news broadcasts have not taken hold in Brazil nor have they been advertised, and the survey shows that 85% of all shortwave news listeners hear the BBC, 47% tune in German shortwave, the United States is third with 42%, and Italy is an almost negligible fourth with 16%.

Latin Net Series

FIRST contract in America for a commercial program on a network of South American stations, with originating point in the U. S., was claimed last Tuesday by A. Rojas Villalba, coordinator of operations for CRIA (Cadena Radio Inter-Americana). WLWO, Cincinnati, is basic station. Sponsor is Bristol-Myers Co., presenting a daily quarter-hour newscast for Sal Hepatica. First broadcast under the 26-week contract will be heard July 15. Manuel Avila, of WLWO, will handle the program.

Not only has the BBC the largest news audience, but when the Brazilian shortwave listeners were asked which country broadcasts the most reliable news reports, more than half of those who expressed an opinion gave the British news as the most reliable, one-quarter stated U. S. news, and one-sixth German news.

The breakdown of the Brazilian audience into economic groups shows that the U. S. shortwave has its largest audience in the upper economic levels.

The reception of American shortwave programs is good, according to the Brazilian listeners, although English and German shortwave is slightly better. Peak listening hour for shortwave is at 8:30-9 in the evening, when 42.8 of the listeners prefer to tune in.

Ahead in Argentina

In Argentina, U. S. shortwave surpasses other countries in all phases of shortwave broadcasting. Not only are U. S. broadcasts the generally most popular (23.3% of shortwave listeners tune to the U. S., 19.5% to Germany, and 17.4% to England), but the quality of U. S. reception was considered very good by the largest percentage of interviewees.

U. S. leads the other countries in listenership of shortwave news broadcasts in Argentina with 30.7% of the listeners preferring U. S. shortwave news, 25.7% German, and 23.8% English. A special sampling indicated that among the U. S. shortwave programs, news was preferred, followed by semi-classical and classical music. Most Argentinians listen to shortwave from 9 p.m. to midnight, with 10-11 p.m. the peak listening hour.

The extent to which Latin American sets equipped to receive shortwave are tuned to shortwave programs has been the subject of much speculation in the past. In Brazil, shortwave listening is considerably more extensive than many accounts would indicate, according to the Brazilian study.

One quarter of the total urban population—half of upper class urban men and women—listen to shortwave broadcasts at least occasionally. In the Argentine, from the available ballots tabulated, about 40% of the allwave set owners listen to shortwave.

On the basis of the surveys in both countries, the number of radio sets equipped for allwave and for longwave only has not yet been compiled, but previous estimates have put the total number of receivers at 600,000 in Brazil and 910,000 in Argentina. About 50% are equipped for shortwave reception, it has been estimated. The potential shortwave audience is constantly increasing, however, since it is reported by U. S. manufacturers that 90% of new sets sold in both countries are allwave.

It is understood that similar surveys may be made in other Latin American countries on both domestic and shortwave listening habits.

THE BRITISH REPLY

On BBC to Questions Offered By U. S. Listeners

BRITISH Government officials and experts will answer questions of American listeners on a new shortwave series announced last Monday by British Broadcasting Corp., to start July 6 and continue every Sunday thereafter. American listeners were asked to send their questions to the New York BBC office, where they are cabled to London.

Alfred Duff Cooper, Minister of Information, headed the group of specialists for the first broadcast, with Stanley Maxted, Canadian radio producer, as m.c. Maxted reads a series of questions on each broadcast, giving the names and addresses of American senders, and calls upon some member of the panel for an answer. To receive an answer on any Sunday broadcast, questions must be submitted by the preceding Monday, it was stated.

APPLICANT to the FCC for a new local in Utica, N. Y., 250 watts on 1450 kc., is the Utica Broadcasting Co. Inc. Stock is owned in 25% blocks by Moses G. Hubbard Jr., attorney and director of a metal products company, president; Herbert T. Trevvett, banker, vice-president; Alex. T. Herron, superintendent of a cotton textile manufacturing concern, treasurer; Samuel D. Earl, attorney and director of a furniture company, secretary.

BALTIMORE INSTITUTIONS:

BALTIMORE & OHIO

Pioneer railroad of the United States

and

WFBR

Maryland's Pioneer Broadcast Station

Pioneers! WFBR has held first place in Baltimore hearts since broadcasting became a reality. Baltimoreans are loyal to their own institutions — that loyalty makes your radio advertising on WFBR more productive!

DAWN OF A NEW DAY
GOING MUTUAL OCT. 1

WFBR

National Representative: Edward Petry & Co.

WFMJ

Youngstown's Favorite Station

A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.

DATA ON WAR NEWS IS ASKED BY FCC

ADDING to headaches already caused by a series of "official quiz programs", the latest questionnaire of the FCC, requesting a wide variety of information on programs dealing specifically with the United States' role in the European war, was sent stations early last week.

Apparently following word-for-word the statement of Senator Tobey (R-N. H.), who requested the information, at the Senate Interstate Commerce Committee hearings on the White Resolution, the FCC has divided the questions into two groups.

The first section requests the time, title, speaker's name, sponsoring group, commercial or sustaining basis, network or local, onetime program or series, and a copy of all "speeches, talks, debates, forums, discussions, public meetings, or spot announcements which dealt with or treated the role of the United States with respect to the war abroad". The period covered was Jan. 1 to June 1.

Part two asks stations to tell whether they had refused any speeches on the United States' role in the war, the names of the speakers refused time, and the reasons for such refusals.

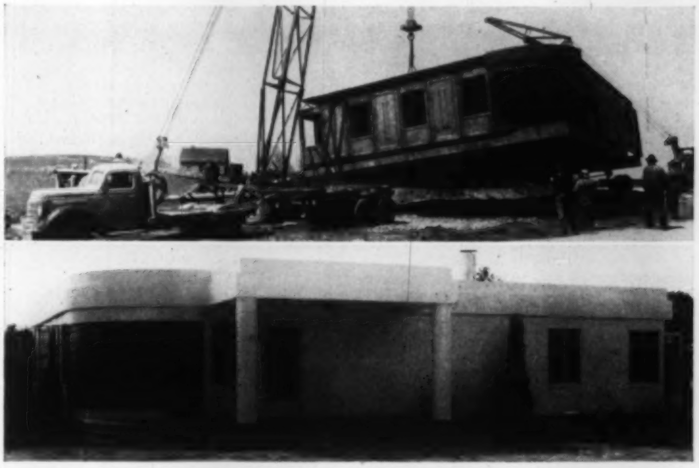
Lemmon Working on WLAN

WALTER S. LEMMON, chief of the Radiotype Division of International Business Machines Corp., and prime mover in the operation of WRUL, Boston shortwave station, has been placed in charge of plans for the new WLAN, Endicott, N. Y., which the FCC last March authorized Thomas J. Watson, president of IBM, to construct. Engineering plans are still being considered, including the erection of a booster station in Binghamton, according to Mr. Lemmon. Jansky & Bailey, Washington consulting engineers, will assist. The station will operate with 250 watts on 1450 kc.

THE PRESENT owners of WSIX, Nashville, Jack M. and Louis R. Draughon, each holds 20% interest in Tennessee Radio Corp., applying for a new station in Nashville, 250 watts on 1240 kc., contingent on WSIX shifting to another frequency. 40% of the balance of the stock is held by William D. Hudson, who with his wife, Violet Hutton Hudson, is permitee of the new WJZM under construction in Clarksville, Tenn. John D. Sprouse holds the remaining 20%.

THE *Chamber Music Society of Lower Basin Street* program is now recording its weekly "concerts" on NBC-Blue for shortwaving on NBC's international stations to South America.

AN ALL-STEEL STATION IN GEORGIA



BUILT by the multi-millionaire president of the LeTourneau Company of Georgia, manufacturers of heavy earth-moving equipment, the new WRLC, Toccoa, Ga., which went on the air May 1 and was formally licensed May 29, is said by its operators to have the only all-steel radio studio structure in America.

As described by Bert Georges, commercial manager, who formerly was manager of the Huntington, W. Va. studios of WCMI, Ashland, Ky., the entire building is constructed of 10-inch steel sheeting, a substance known as Verviculite being poured to a thickness of six inches between the steel walls.

R. G. LeTourneau, who is the creator of the $12,000,000 LeTourneau Foundation in California which makes grants of aid to religious organizations and who also recently acquired ownership of WHEB, Portsmouth, N. H., was said by Mr. Georges to "think in terms of steel" and to have determined to experiment in the use of steel for studios. He left the design to his secretary, William Retts, who also holds the title of manager of WRLC and is co-pilot of Mr. LeTourneau's Lockheed plane.

The station is equipped with Gates transmitter and studio equipment with a 175-foot Wincharger tower. The building measures 36 x 40 and was constructed at the LeTourneau company's plant. It was moved by truck and unloaded at the site. The staff includes: Elliott Lindblad, from WKBW, Buffalo, and WMBI, Chicago, program director; Harold Marler, from WCMI, Huntington, W. Va., continuity; Ed Martin, from WDZ, Tuscola, Ill., announcer; Ed Day, from WMRC, Greenville, S. C., and WMFR, High Point, S. C., chief engineer; Virgil Craig, from KIUL, Garden City, Kan., engineer; Tim Kline, engineer; Dick LeTourneau and Maurice Steel, controls and junior announcers; Bea Lindblad, secretary.

WKIP Not Affected By Sale of Newspapers

WKIP, Poughkeepsie, N. Y., was not involved in the recent sale of the *Poughkeepsie Star* and *Enterprise* and *Poughkeepsie Eagle-News*, evening and morning newspapers, which were purchased by the Speidel Newspapers Inc., and the station will continue to be controlled by Richard E. Coon. Mr. Coon formerly was editor of the newspapers and remains as their business manager under the new ownership.

The Speidel interests also own the *Poughkeepsie Courier*, a weekly, *Iowa City Press-Citizen*, Chillicothe (O.), *Scioto Gazette* and *News-Advertiser*, Fort Collins (Col.), *Express-Courier*, Cheyenne (Wyo.), *State Tribune* and *Wyoming Eagle*, Salinas (Cal.), *Index-Journal* and *Post*, *Reno Gazette*, *Nevada State Journal* and *Wyoming Stockman-Farmer*. Their radio holdings are WGNY, Newburgh, N. Y.; KFBC, Cheyenne, Wyo.; KDON, Monterey, Cal.

COLUMBUS
WBNS SURELY IS POPULAR !
YOU SAID IT! 196,423 FAMILIES OWN RADIOS IN ITS COVERAGE AND CONCLUSIVE SURVEYS PROVE THEY PREFER WBNS!!
CENTRAL OHIO'S ONLY CBS OUTLET
ASK ANY BLAIR MAN OR US.

Dominant
IN THE 7th RETAIL MARKET
KSTP
MINNEAPOLIS • SAINT PAUL
NIGHTTIME SIGNAL FROM MINNEAPOLIS TO THE WEST EQUIVALENT TO
133,500 WATTS
NBC BASIC RED NETWORK
50,000 Watts
Clear Channel

WHEELING
A Fort Industry Market

Ohio Valley Industry Speaks!

Smoke from belching Mine, Mill and Factory chimneys of the thriving Steel and Coal Belt of the Nation, are writing prosperity in bold headlines across the sky, that all can read. And best of all, the men who run these seething plants and their families, are dyed-in-the-wool fans of WWVA. That means you can reach the fat pocketbooks of this prosperous clan through the Ohio Valley's most personalized and effective advertising medium—WWVA.

Now Is the Time!

N.B.C. BASIC BLUE

BLAIR Represents Us

A FORT INDUSTRY STATION

5,000 WATTS

WWVA

WHEELING, W. VA.

XUM

CLARK
For
QUALITY
in
ELECTRICAL
TRANSCRIPTION
PROCESSING

Today, as since the earliest days of radio, the name CLARK on processed recordings is a symbol of sterling workmanship and quality materials. And today practically every important transcription producer is a CLARK client. So, today, we suggest that if you are interested in quality transcription processing you investigate CLARK.

Clark
Phonograph Record Co.
Newark, N. J.
216 High St. Humboldt 2-0880
Chicago, Illinois
221 N. La Salle St. Central 5275

MUZAK FM SERVICE WILL CHARGE FEES

ADAPTATION of FM for a subscriber broadcast service was granted Muzak Corp., New York, in a July 1 FCC ruling. Muzak, a subsidiary of Associated Music Publishers, is authorized to operate a developmental FM station on 117.65 mc. with 1,000 watts power. At present Muzak is furnishing wired musical programs on a contract basis, the FCC announcement states, and a similar service is proposed for FM listeners.

Muzak informed the FCC it intends to restrict reception to subscribers by transmitting an accompanying "pig squeal" or discordant sound which can be eliminated only by use of special receivers leased to subscribers by Muzak Corp.

Although FCC said the grant is on an experimental basis only, Muzak stated there was no more reason for people to pay for radio programs by buying advertised products than by eliminating the commercials and paying direct. Muzak further asserted that there was no reason why the public should pay directly for moving pictures and indirectly for radio when it was only a matter of circumstance that radio is available in its present form and that the American people never had been able to choose its manner of payment for the service.

Transmitter will be located at 11 W. 42d St. UP news service will be used and engineers from Associated Music Publishers and Wired Radio Inc. have been added to the Muzak staff in its new undertaking.

Three More FM Units Now FMBI Members

LATEST to join FM Broadcasters Inc. are Don Lee Broadcasting System's K45LA, Los Angeles; Capitol Broadcasting Co.'s W47A, Schenectady, N. Y.; and the *St. Louis Globe-Democrat*, St. Louis.

Don Lee, which will shortly open K45LA, is installing a 50,000-watt transmitter. W47A is to begin service for the Albany-Schenectady area within a week. The *Globe-Democrat* has FM application pending before the FCC.

IN RESPONSE to numerous requests from abroad, NBC is including in its regular shortwave newscasts to Great Britain complete scores of American, National and International League baseball games. The scores are heard in England at 4 p.m., British time.

KFEL DENVER
5000 WATTS
MUTUAL NETWORK
AROUND THE CLOCK
24-HOURS A DAY
Represented by Blair

Stromberg Carlson Line

THE new line of Stromberg Carlson receivers will include FM sets equipped with atomatic range shifts and a simplified control of eight pushbuttons for both AM and FM. All Stromberg receivers are licensed under Armstrong patents. The acoustical labyrinth is found in large receivers. The line consists of four new chassis and 26 new models. A national advertising campaign is planned. McCann-Erickson, New York, has the account.

Survey Dept.

ENGINEER Maurice Nelson is still scratching his head and wondering about that telephone call that came through the other day while he was on duty in the transmitter of WROK, Rockford, Ill. A feminine voice on the other end of the wire inquired sweetly, "This is —— radio survey—to what radio station are you listening?" Mr. Nelson loyally replied: "To WROK."

FRANK BULL, Los Angeles sports commentator and partner in Smith & Bull Adv. Agency, that city, has been re-elected president of the Southern California Sportcasters' Assn., for 1941-42. Sam Balter, MBS sportcaster, was elected vice-president. Joe Micciche, KRKD, Los Angeles, special events director and sports reporter, was made secretary-treasurer. Membership of SCSA includes 20 top radio sports reporters and commentators.

STERLING FISHER, CBS director of education, has been elected to the National Committee of the U. S. on International Intellectual Cooperation to serve as its radio expert. He will prepare general recommendations for cultural cooperation among the American nations through radio to be submitted to the Second Conference of the Inter-American Committee on Intellectual Cooperation, scheduled for Havana Nov. 15.

in the CONTROL ROOM

LESLIE LEARNED and William Stahl, formerly of WNYC, New York, James Garigin, of WHAI, Greenfield, Mass., and Walter Payne, of Don Bestor's orchestra, have joined the engineering staff of WOR, New York.

DON SAUNDERS, engineer of WJSV, Washington, has been appointed lieutenant, junior grade, in the Naval Reserve.

BOB SMITH, technician, of KSRO, Santa Rosa, Cal. recently resigned to become radio operator on the Matson passenger liner *Monterey*.

JOHN SIGNER, technician, formerly of KGU, Honolulu, has joined KFRC, San Francisco, for vacation relief.

ART TURNROSE, technician, formerly of KWJB, Globe, Ariz. and more recently with the Golden Gate Exposition, has joined KSRO, Santa Rosa, Cal.

WILLIAM E. BEHNKEN, formerly of WSAV, Savannah, Ga., is attending the College of Engineering at U of Illinois and is a member of the University's station, WILL, Urbana.

WILLIAM KLUGH, formerly of WDEL, Wilmington, Del., has joined the engineering staff of WQXR, New York.

AIME BRISSETTE and Robert Francis has been added to the engineering staff of WORL, Boston.

JERRY COBB has been transferred from the commercial to the technical staff of KOH, Reno.

WALTER MORRISEY, control supervisor of KOA, Denver, has left the hospital and will convalesce at his home for another month from a knee injury.

GERALD D. SMITH, formerly control room supervisor of WFBM, Indianapolis, has joined the technical staff of CBS in Chicago.

BILL SIMPSON, engineer of WNEW, New York, is the father of a girl, Betsy Ann, born on his seventh wedding anniversary, June 16.

REL
FM's PIONEER MANUFACTURER
Are You Substituting Experimenting For Experience?
REL has years of experience in building and operating all types of high fidelity, wide swing, phase shift modulated FM equipment — from speech input to antenna — with qualified engineers to supervise installation with results guaranteed!
RADIO ENGINEERING LABS., INC.
Long Island City, N. Y.

TODAY's wild animal lesson, kiddies, takes us to the Antipodes, Utah and Withita. Our first friend among denizens of the wilds is the kangaroo (top), better know as Leaping Lena, who reluctantly submits to a CBS microphone held gingerly by Announcer John Reed King as they sparred in the New York Zoo. Next we meet the mighty steer, who can't put his heart in the interview because he has a hunch he'll be a porterhouse by and by. Smiling at his misery are Bill Baldwin (left) and Charlie (no relation to Frank) Buck, of KDYL, Salt Lake City, who interviewed him at a stock show. And now we come to that rolly-polly habitant of the hills, little Master Bruin, who thinks Herb Hollister, of KANS, Wichita, is about to hand him an oversize peanut. Master Bruin is no ordinary bear. No sir! His pop is Wichita's famous three-legged bear and he is one of a recent litter of three quadrupeds. And that winds up today's lesson, kiddies!

Histex Spots

HISTEX Corp., Chicago (Histeen Tablets), will use spot announcements several times daily for three weeks in August during the hay fever season. Stations are KWK KFEL KITE KWTO WIBW WLS WDGY WLW. Agency is United Adc. Co., Chicago.

M-Day Plans

(Continued from page 8)

radio and wire, and possibly all other modes of communications.

Chairman Fly announced that to facilitate emergency use of municipal fire and communications systems, DCB has in preparation a special manual, to be distributed to all municipalities having such systems. Maintenance of these systems at peak efficiency, expansion of plant and equipment, availability of auxiliary electric power supplies in the event regular service is interrupted, protection of communications centers against accident and sabotage, and other steps designed to increase dependability will be covered in the manual.

In the non-broadcasting field, it is thought that some services, probably point-to-point and ship-to-shore, may be needed by the military establishment. Under war conditions a few of these may be taken over by the Army.

Army-Navy Tieup

In addition to the activities of DCB, the public relations branches of both the Army and the Navy are intimately associated with war planning operations where radio is concerned. Major Gen. Robert C. Richardson Jr., chief of the public relations branch of the Army, and Rear Admiral Arthur J. Hepburn will supervise these plans.

Edward M. Kirby, public relations director of the NAB, has already established a radio section of a score of men under Gen. Richardson, practically all of them direct from the broadcasting industry. In the Navy Department, Frank E. Mason, NBC vice-president, is serving as special assistant to Secretary Knox in developing his own radio branch.

Even greater expansion of both of these units is foreseen, to keep the public informed on defense program activities. The Army particularly reports a week-to-week increase in the number of pickups from Army camps, as well as origination of established commercial programs from training centers.

At Army Maneuvers

In the Army maneuvers in Tennessee, Louisiana and Texas, the radio branch had four of its men assigned for radio relations work. This was designed to acquaint them with actual military conditions.

Mr. Mason, it is reported, plans to assign certain of his men to temporary sea duty to get the "feel" of Naval operations. It is expected that radio men will be assigned to Navy maneuvers from time to time for training purposes.

In the evolution of radio "public relations" by the military services, the commanding officers are basing their operations upon experience in the field. Because broadcasting already has been pegged on a parity with the press, it is destined to become a more and more important factor as the war tempo increases.

Strictly from the information standpoint, it is logical to assume that eventually separate press-radio facilities will be set up for the radio fraternity in both the War and Navy Departments. Plans for this, it is understood, already are on paper.

NAB President Miller shortly will appoint a National Defense Committee of the NAB to confer with public relations officials of the Government. Such a committee was authorized at the NAB convention in St. Louis last May. Mr. Miller himself will serve as chairman of this committee.

Radio Morgue

RECORDED MORGUE or dramatizations on the life story of famous Americans is being prepared by WPEN, Philadelphia. Enlisting the services of the chief librarian of the Philadelphia Public Library, a list of all outstanding Americans, both living and dead, is being prepared. The material is being provided by the library with Bob Bloomfield, of the station staff, writing the scripts. Gene Kern is casting the talent and the dramatizations will be directed by program director Lew London.

CBC Raises Pay

CANADIAN BROADCASTING Corp. salaries moved upward on June 25, retroactive to April 1. Substantial increases have been granted many members of the technical staff and those associated with the production of programs, CBC executive offices at Ottawa announced. The increase followed a survey of salary rates received by CBC employes and corresponding employes in private industry. In the last four years the CBC staff has increased from 180 to 623 and hours of broadcasting from 6 to 16 daily, largely because of the war.

Overtime Restitution

DURING the 2½ years since the Fair Labor Standards Act went into effect, a total of 30 radio stations paid overtime restitution aggregating $13,407.12 to their employes, according to revised figures compiled for BROADCASTING by the Wage & Hour Division of the Labor Department [BROADCASTING, June 30]. This amounts to an average of $446.90 per station, according to Wage & Hour Division figures for the period from Oct. 24, 1938, when the Act started operating, to April 23, 1941.

REPLACING former equipment in downtown Los Angeles, KHJ, Southern California key station of Don Lee network, is erecting two 300-ft. towers at the corners of Venice Blvd. and Fairfax Ave., that city. According to Frank Kennedy, KHJ chief engineer, transmitter building will contain facilities for an 18-hour staff in early July. Present transmitter and tower will be used as a shortwave unit.

UP
News
WCKY
with
REX DAVIS
THREE TIMES DAILY
WCKY Cincinnati

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N.B.C.
RED
Owned and Operated By
LAMAR
LIFE INSURANCE
COMPANY
JACKSON, MISSISSIPPI

5,000 Watts Day
1,000 Watts Night
WMC
NBC RED NETWORK
MEMPHIS, TENN.
THE Billion Dollar MARKET
★
Represented Nationally by
THE BRANHAM CO.
★
Owned and Operated by
The COMMERCIAL APPEAL
★
MEMBER OF SOUTH CENTRAL
QUALITY NETWORK
WMC—Memphis WJDX—Jackson, Miss.
KARK—Little Rock WSMB—New Orleans
KWKH-KTBS—Shreveport

Showmanship
THAT WINS
Intermountain
Audiences
KDYL
The
POPULAR
Station
Salt Lake City
NBC
RED
NETWORK
National Representative
JOHN BLAIR & CO

WSM
W S M
NASHVILLE

A TASTE OF WAR was sampled by radiomen during the recent Middle Tennessee Army maneuvers, where many programs originated. In front of the Press-Radio Headquarters of the Second Army (left photo) are members of the staff that helped WSM, Nashville, originate its programs. Participating are (l to r, back), John Sarver (John Conrad), formerly of KWK, WLW, WSAI, now at Camp Robinson, Arkansas; Lieut. Col. Robert B. McBridge Jr., head of G-2, Second Army; Lieut. Tom Paradine, formerly of NBC and WTIC, Hartford; Jack Stapp, WSM program director; Jud Collins, WSM announcer. Seated in white shirt is Jack Harris, of the War Department's radio division and formerly with WSM. He is talking with Capt. Barney Oldfield, formerly of KFAB, KFOR, loaned to maneuvers by Jefferson Parneleso, Missouri. In a radio railway car, WSM had full equipment for the maneuvers. Watching operations are these WSM engineeers (l to r), Jack DeWitt, chief engineer, Bill Critchlow and George Reynolds.

Sale of Artists Service By NBC Thought Near

SALE of NBC Artists Service may be completed within a week or two, with either Music Corp. of America, which recently purchased the CBS Talent Bureau, and William Morris Agency the most likely buyer. William Morris Jr. and William Murray of the Morris agency conferred last week with Mark Woods, NBC vice-president and treasurer, and were expected to come back with a definite offer. J. C. Stein, of MCA, is due to return to New York from the West Coast early this week, also with a definite offer.

Both of these companies, it is reported, desire to acquire the complete NBC talent set-up, making it unnecessary for the network to arrange for a piece-meal sale, as was contemplated at one time. Reports that Sidney Strotz, NBC vice-president in charge of programs, might leave this post to head a company formed to take over the artists service were pooh-poohed at NBC headquarters. Mr. Strotz was out of the city and could not be reached for comment.

RADIO COVERS THE MANEUVERS

Studio in Railroad Car Is Key Point for Crew Handling WSM Pickups

EXTENSIVE on-the-spot coverage of the Second Army Maneuvers, held June 2-28 in Tennessee, was provided by WSM, and WLAC, Nashville, WLW, Cincinnati, and WDOD, Chattanooga. The maneuvers, participated in by five complete divisions and auxiliary units totaling 77,000 men, were a warmup for the largest peacetime maneuvers in history, to be held in Louisiana Sept. 1-30, by the Second and Third Armies.

From points scattered all over the 600 square-mile maneuver area, the stations handled pickups of all types of military action, including the use of armored divisions. WLW handled two pickups remoted to Cincinnati. WDOD made several independent pickups, in addition carrying several transcribed programs originated by WLAC and fed to WREC, Memphis, and WDOD. Among more than 20 programs originated by WSM, several were fed to NBC-Red and to State networks.

As abroad, news and radio men wear khaki uniforms while on duty with armed forces.

With elaborate equipment in the field, WSM sent to the maneuvers a special crew which spent the bulk of its time for the entire month arranging WSM pickups. The station's field activities centered around a private railroad car, fully equipped as a broadcast studio with recording facilities and emergency power plant. In addition, two mobile units were used, along with pack transmitters.

For one program during the maneuvers, open-air chapel services for the thousands of participants, the Army Signal Corps laid down about 800 yards of lines to the hilltop site of the services. The pickup then was relayed via a portable FM transmitter to the line pickup point eight miles away, where it went on telephone lines to the studio. Other programs included descriptions of the attack and defense activities, a transcribed version of unloading a tank column, amusements and military analyses by participating Army officers and W. R. Manier Jr., of WSM.

In the special crew at the maneuvers were Chief Engineer Jack DeWitt; Jud Collins, announcer; George Reynolds and Bill Critchlow, engineers; General Manager Harry Stone; Program Director Jack Stapp. Aiding in the pickups for the Army were Lieut. Col. Robert B. McBride Jr., Second Army G-2 head; Capt. Barney Oldfield, formerly of KFAB-KFOR, Lincoln, Neb.; Lieut. Tom Paradine, formerly of NBC, New York, and WTIC Hartford, Conn.; Private John Sarber formerly of WLW-WSAI and KWK, St. Louis; Jack Harris, formerly of WSM and now special events director of the Radio Division of the War Department Bureau of Public Relations.

GENERAL DRY BATTERIES of Canada, Toronto, on Aug. 15 starts four to six times weekly spot announcement campaign on 27 Canadian stations. Account is placed by A. McKim Ltd., Toronto.

Assignment Boosts Granted 7 Stations

KARM Gets 5 kw Unlimited; WFBR, WAKR Increases

IMPROVEMENT in the assignments of a half-dozen stations, including a jump from local to regional status for KARM, Fresno, Cal., was authorized last Tuesday by the FCC.

KARM was granted a construction permit to shift from 1340 to 1430 kc. and increase its power from 250 to 5,000 watts fulltime, with a directional antenna.

WFBR, Baltimore, was granted an increase from 1,000 watts night, 5,000 local sunset, to 5,000 watts fulltime with an agreement to protect WOOD-WASH, Grand Rapids, to its 1.3 millivolt contour. The authorization included a change in the directional antenna.

Akron Boost

WAKR, Akron, was granted a construction permit to increase power from 1,000 watts to 5,000 watts fulltime and install a directional for night use only on 1590 kc. A shift in frequency from 1070 to 790 kc. was given WEAU, Eau Claire, Wis., with an increase in hours from limited time to unlimited time with 1,000 watts night and 5,000 watts local sunset.

KQW, San Jose, was given a temporary license for 5,000 watts unlimited time, employing a directional antenna on 740 kc., pending final determination of its application for an increase in power to 50,000 watts. A competitive application for this assignment is pending from KSFO, San Francisco.

WIGM, Medford, Wis., was granted a construction permit to shift from 1500 to 1490 kc. and increase from 100 to 250 watts unlimited. WMBI, Chicago, non-commercial station operated by Moody Bible Institute, was accorded final action on its petition for reconsideration and grant without hearing, upon the condition that the station operate on 1110 kc. with 5,000 watts limited time, with the effective date of the modified license to be the same as that upon which WCBD, Chicago, is licensed to operate on 820 kc.

Two Main Studios?

WHETHER a station can have two "main studios" is the issue to be determined in connection with an application of KGKO, Fort Worth-Dallas, designated for hearing last Tuesday by the FCC. The station, jointly owned by the *Fort Worth Star-Telegram* and the *Dallas News*, applied for modification of license, to permit maintenance of one studio in Fort Worth and the other in Dallas. The FCC last year approved a transfer application under which the *Dallas News* acquired a 50% interest in the station, which serves as the Blue Network outlet for the "twin cities" of Texas.

RUSS MORGAN
records for
LANG-WORTH
with
Phylisse Lynne

WFBG
ALTOONA, PA.

- NBC RED
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

Shortwave to CBS Stopped by Berlin

Flannery Phones News After Comments by Elmer Davis

IN RETALIATION for remarks made June 27 by the CBS news analyst, Elmer Davis, following an interview with P. G. Wodehouse, the British novelist recently released by the Nazis from an interment camp, all news broadcasts by CBS correspondents in Berlin have been cancelled by German authorities.

News of the ban was phoned to New York by Harold W. Flannery, chief of the CBS Berlin bureau, who stated that the extraordinary refusal was subject to review by unnamed higher German authorities. He was permitted, however, to give other news in his telephone report and also was allowed to cable a news dispatch.

No 'Dictation'

After the news reached CBS in New York, Paul W. White, CBS director of public affairs, issued the following statement:

"CBS will submit to no foreign dictation as to its broadcasts in this country. We will not seek to please Germany in presenting the news over here as the price of being allowed to broadcast from Berlin. If the motive behind the German government's action is to compel us to color our news analysis to its liking, that action has failed.

"When Mr. Flannery communicated the German decision to us." Mr. White continued, "he was immediately instructed to make no compromises with the integrity of our news broadcasts, in an effort to maintain his post. He was further instructed to make clear to the Propaganda Ministry that our broadcasts outside Germany and German-controlled territory were beyond the censorship of the Reich."

In the Wodehouse interview, the novelist said that he did not mind being a prisoner of war, that he had a suite at the Hotel Adlon in Berlin and that he could come and go as he chose although, he added, "if I wanted to go to Switzerland this summer, I imagine there'd be objections."

Elmer Davis in his analysis, pointed out that the German treatment of Mr. Wodehouse was somewhat different from that accorded to other prisoners whose release might have had less publicity value.

No word as to the resumption of CBS broadcasts from Berlin had been received late last week, although the network stated it should hear the outcome by early this week.

Chaos in Berlin

THE tables were turned the other night and Berlin was bewildered when a WOR announcer slipped up in giving the opening cue for a MBS program for its Berlin correspondent. Said the announcer: "We take you now to John Paul Dixon in London!" The amazed voice of a German production man in the Berlin studio came through—"John Paul Dixon in *London*?" and repeated the phrase in confusion. Finally, everything was cleared up, the proper announcement made, and Dixon came on the air—from Berlin.

LICENSE GRANTED TO KRBA, LUFKIN

CULMINATION of activity in connection with the Texas revocation hearings of last year appeared in sight last Monday when the FCC adopted an order authorizing issuance of a license on a regular basis to KRBA, Lufkin, replacing its temporary license.

The temporary license of KGFI, Brownsville, which had also been involved in the hearings, was extended 30 days. The temporary licenses had been issued until the stations furnished proof that Rev. James G. Ulmer had divested his holdings in the stations.

Action against KRBA and KGFI, as well as KAND, Corsicana, KNET, Palestine, KSAM, Huntsville, and KGKB, Tyler, was instituted in February, 1940, when the FCC charged the lcienses of the stations with "hidden" ownership, saying an FCC investigation showed Rev. James G. Ulmer, Texas broadcaster-minister actually had control of the stations [BROADCASTING, Feb. 15, 1940].

After subsequent hearings in Texas conducted by FCC Commissioner George H. Payne, the FCC ruled in the fall of 1940 that KAND, had been guilty of no deliberate misrepresentation and accordingly withdrew its revocation order, with Commissioner Payne dissenting. Following this the revocation order against KGKB was vacated earlier this year and the Commission proposed to withdraw its action against KNET, KRBA, KGFI and KSAM upon showing within 90 days that all of Rev. Ulmer's holdings in the stations have been disposed of. Earlier in June KNET and KSAM complied and were issued regular licenses.

PROPOSING to surrender their construction permit for a new station, WHAL, Saginaw, Mich., which has been outstanding for the last two years, Harold F. Gross and Edmund C. Shields have applied to the FCC for a new station in Kalamazoo, Mich., on WHAL's facilities on 980 kc. using 1,000 watts. They are also licensees of WJIM, Lansing.

WGR and WKBW

Columbia and Mutual

Buffalo

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

Mennen to Russell Seeds

MENNEN Co., Newark, has appointed Russel M. Seeds Co., Chicago, to handle advertising of the men's products division. Company will shortly start a weekly half-hour dramatic program from Hollywood, but neither time nor network has been cleared. In order to service the new account, Russel M. Seeds Co. is opening New York offices headed by H. J. Richardson Jr. The office in Rockefeller Center will be completely staffed with radio, art and research departments.

Allotment of Beer Funds

AMOUNT of advertising spent by the brewing industry for radio time in 1940 declined to $908,000, or 4.2% of the beer budget, from the $1,250,000 (6%) of 1939, according to an analysis by Edwin Fein, general manager, Research Co. of America, New York. The study is based on data from the United Brewers Industrial Foundation. Apportionment of beer advertising in other media in 1940 and 1939 follows: Daily newspapers $6,000,000 (28.5%) in 1940, $6,500,000 (31.3%) in 1939; weeklies, $750,000 (3.5%) and $750,000 (3.6%); magazines $1,600,000 (7.6%) and $800,000 (3.8%); point of sale $6,000,000 (28.6%) and $6,000,000 (28.0%); outdoor $5,800,000 (27.6%) and $5,500,000 (26.3%). Totals were $5,800,000 in 1940, $5,500,000 in 1939.

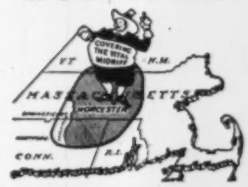
Erskine Caldwell, Wife, Cover Moscow for CBS

ERSKINE CALDWELL, author and playright, and his wife Margaret Bourke-White, noted photographer, have been named CBS correspondents in Moscow, where they happened to be visiting at the time of the outbreak of the Russian-German war. Paul W. White, CBS director of public affairs, asked them to handle the assignment prior to their trip to Russia, if the necessity arose for daily broadcasts out of the Russian capital.

Their first broadcast on CBS took place June 29 on the 7:30 p.m. program *World News Tonight*, the first radio news report to come from Moscow since the German declaration of war. They will continue daily broadcasts, whenever CBS feels it necessary and conditions make it possible for a report to come through.

Stairs in Tune

TO SIMULATE various kinds of persons walking up or down stairs, NBC sound effects men have worked out a set of "tuned" stairs, each step so tuned as to give out a different note as called for by a program script.

VT.
N.H
THE CENTRAL NEW ENGLAND MARKET
MASS
TTS
SPRINGFIELD
WORCESTER
WTAG
CONN.
R.I.

The ONE Gate to This Market is Open

WTAG
WORCESTER

Use this wide open gate to reach the vast market in Central New England — the families of skilled workers with money to spend, employed in 500 different booming industries — the majority on defense orders. One station, WTAG, and no other reaches all of these families. WTAG is the gate through which you can cover, with one appropriation, this rich Central New England Market.

NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

XUM

President's Approval Expected For Daylight Saving Project

Year-Round Observance Favored as Increasing Support for Idea Develops in Government

WITH approval of President Roosevelt now regarded as certain, and a special recommendation to Congress calling for immediate passage of necessary legislation expected this week, a universal daylight saving time basis for the United States may be only a matter of weeks. Whether "fast time" would be observed throughout the year or only during the six or seven long-day months, remains problematical although indications favor a year-round observance.

During the last few months the daylight saving proposition has won increasing support from the Administration and defense leaders, particularly for its conservation aspects. The Office of Production Management a fortnight ago sent to the White House a request that President Roosevelt call for legislation establishing daylight saving time on a year-round basis during the defense emergency.

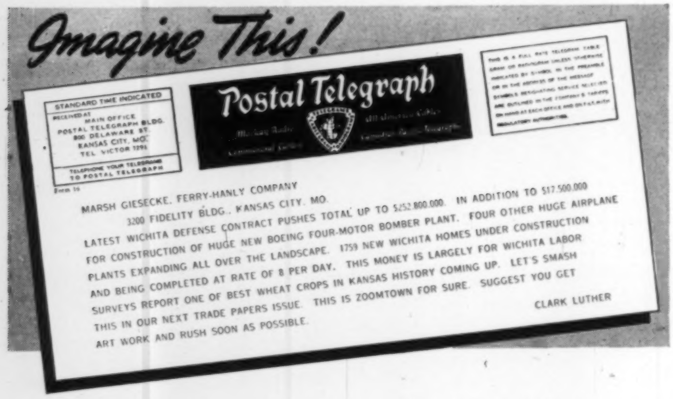
Survey Shows Need

The OPM request came after the Federal Power Commission had concluded a year-long survey, on the basis of which it recommended DST observance in several regions of the country threatened by electric power shortages [BROADCASTING, June 30].

OPM last Wednesday joined the Power Commission in calling upon public and private power systems and their customers in the South—particularly the Southeast—"to cut down or rearrange their normal, peacetime use of electricity" in order to keep defense industries operating.

Some localities in these regions already are observing a "voluntary daylight saving time", with several stations cutting an hour off their broadcast day and urging listeners to follow the example and use less electricity.

Georgia Power Co. at present is sponsoring six daily spot announcements on 18 Georgia stations [BROADCASTING, June 30], urging consumers to conserve power during the power crisis. Along this line, the NAB has recommended that stations in Alabama, Florida, Mississippi, North Carolina, South Carolina, Tennessee and Virginia solicit similar power-conserving broadcasts from utility companies within their service areas.



Imagine This!

STANDARD TIME INDICATED
RECEIVED AT
MAIN OFFICE
POSTAL TELEGRAPH BLDG.
800 DELAWARE ST.
KANSAS CITY, MO.
TEL. VICTOR 1291
TELEPHONE YOUR TELEGRAMS TO POSTAL TELEGRAPH

Postal Telegraph

MARSH GIESECKE, FERRY-HANLY COMPANY
3200 FIDELITY BLDG., KANSAS CITY, MO.

LATEST WICHITA DEFENSE CONTRACT PUSHES TOTAL UP TO $252.800.000. IN ADDITION TO $17.500.000 FOR CONSTRUCTION OF HUGE NEW BOEING FOUR-MOTOR BOMBER PLANT. FOUR OTHER HUGE AIRPLANE PLANTS EXPANDING ALL OVER THE LANDSCAPE. 1759 NEW WICHITA HOMES UNDER CONSTRUCTION AND BEING COMPLETED AT RATE OF 8 PER DAY. THIS MONEY IS LARGELY FOR WICHITA LABOR SURVEYS REPORT ONE OF BEST WHEAT CROPS IN KANSAS HISTORY COMING UP. LET'S SMASH THIS IN OUR NEXT TRADE PAPERS ISSUE. THIS IS ZOOMTOWN FOR SURE. SUGGEST YOU GET ART WORK AND RUSH SOON AS POSSIBLE.

CLARK LUTHER

Are you interested in Potentials? Then you are interested in Wichita—that BOOMING market in Kansas. For some time the average family in Wichita has had more than $268 more per year to spend than average American families. Now with defense contracts being let to Wichita concerns—faster than we can keep track of 'em—well, you figure it. 30 thousand families—225 million in defense contracts to date—mostly for Wichita labor. Now you are interested! . . . Then see your nearest Edward Petry office for time availabilities on

KANSAS
MANHATTAN
LAWRENCE
SALINA
EMPORIA
HUTCHINSON
NEWTON
WICHITA
PRATT
CHANUTE
INDEPENDENCE
ARKANSAS CITY
COFFEYVILLE
PARSONS
PONCA CITY
BARTLESVILLE
ENID
OKLAHOMA

Glenn D. Gillett Field Strength Survey—1939
Map Shows Coverage to the .1 MV/M Line

That Selling Station for Kansas

KFH
WICHITA

The Only Full Time CBS Outlet in Kansas

CBS • 5000 DAY • CP 5000 NIGHT—CALL ANY EDWARD PETRY OFFICE

AFRA

(Continued from page 10)

not apply to the current situation, as the code was not signed by MBS nor by the advertisers or agencies whose programs would be cancelled by the withdrawal of AFRA talent from the network. Answering this statement, network spokesmen pointed out that although Mutual as a network had not signed the code, it had been signed indivually by WOR, WGN and Don Lee.

Advertising agencies, while not signing the code itself, signed letters agreeing to comply with the code's rules and regulations. AFRA says that these letters contain 10-day cancellation clauses and that therefore in giving them more than 10 days notice of its proposed action, AFRA has fulfilled its obligations to them. This is disputed, however, as these agencies cannot pull their programs from any station in the networks for which they have contracted, except at the regular 13-week intervals, without leaving themselves liable for damages to the station.

Hulbert Taft Jr., general manager of WKRC, in New York to discuss these legal aspects, expressed the opinion that AFRA's proposed action may form a dangerous precedent if allowed to stand. On this theory, he said, a union could force a station to comply with its demands by threatening to tie up its network service, regardless of whether or not the union represents a majority of the station's employees.

If AFRA should order its members not to work on MBS commercial programs including WKRC among their outlets, the following programs would be affected: Gospel Broadcasting Assn.'s *Old Fashioned Revival; Captain Midnight*, sponsored by Wander Co.; *The Lone Ranger*, General Mills; Raymond Gram Swing, General Cigar Co.; Axton-Fisher Tobacco Co.'s *Spud Imperial Time* and *Danger Is My Business; Inside of Sports*, Bayuk Cigars Inc.; Wythe Williams, American Safety Razor Corp.; *Double or Nothing*, White Labs.; John B. Hughes, American Home Products; *Front Page Farrell*, Anacin Co.

The Johnson Family, together with three sustaining programs fed by WKRC to the Mutual network, *Edith Adams' Future, Old Fashioned Girl* and *Quiz Bowl*, are being permitted to continue until July 12.

On his return to AFRA's New York headquarters from Cincinnati last Wednesday George Heller, national associate executive secretary of the union, said that nine local advertisers had withdrawn their programs from WKRC since the beginning of the strike.

TWO NET PROGRAMS ON NBC FOR LEVER

LEVER BROS. Co., Cambridge, Mass., has announced two new shows, one for Rinso and a second for Rinso-Spry, and the replacement of a third, all to take effect during July, through its agency, Ruthrauff & Ryan, New York.

Radio rights for Henry Souvaine's production of George McManus' *Bringing Up Father* have been purchased, and the show will have its premiere Tuesday evening July 8, 9-9:30 (EDST), on NBC-Blue, with a repeat performance for Pacific Coast listeners. There will be an all-star cast, with original background and music by Elliot Jacoby and a 12-piece orchestra.

Grand Central Station, which now occupies the 9-9:30 Tuesday spot on NBC-Blue for Rinso, will be shifted to CBS, Wednesdays, 8-8:30 p.m. (EDST), for the same product. It will replace *Big Town* heard regularly at that time for Rinso, which is leaving the air until fall.

A new Saturday 11:30-12 morning show, *Vaudeville Theatre*, will make its debut July 12 for both Spry and Rinso on NBC-Red. Jim Ameche will be featured as m.c., with Dick Todd as singer and D'Artega's orchestra. Each week a different vaudeville-type act will be headlined.

In addition, Lever Bros. is conducting a test campaign in the Midwest for *Helen's Home*, a transcribed serial, to be heard at different times during the morning on WHO WOWO WDAF WIBA WEAU KABR KDLR KRMC KGCU KLPM KATE WLOL WDSM KVOX.

FM NET TO SEEK NEW YORK OUTLET

AMERICAN Network, created to launch the first FM network plans to ask the FCC for an FM outlet in New York, according to John R. Latham, executive vice-president. Paul D. P. Spearman, Washington attorney, is counsel. Engineering data will be prepared by Andrew D. Ring, of Ring & Clark, consulting engineers. The New York outlet would key what ultimately will be a 40-market FM network, plans for which were drawn early this year by Mr. Latham at the request of a group of FM experimenters.

With FM stations already on the air in nine markets represented in the group, Mr. Latham said preliminary network operation may begin this year.

Buy WCCO Artists Bureau

JOHN WILLIAMS and Urbane Boddin, former employes of the Artists Bureau of WCCO, CBS M&O station in Minneapolis, have purchased the bureau. Move follows the recent sale of the CBS artists services to Music Corp. of America, with transfer of offices and personnel expected to be completed within the month.

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS

Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

QUARTET IN B for Birthday—and a happy one—made its appearance at the WBT, Charlotte studios June 18 in the form of four modern mercuries—the Western Union variety—when four staff members all celebrated birthdays. So impressed were WU officials by the wholesale order for songsters that Supt. John Nowell came along, baton in hand, to lead his boys through the intricate passages. Being musically congratulated are (l to r) Kay Owsley, continuity department; Russ Hodges, sports editor; Jack Williams, music clearance dept., and Reginald Acker.

Webb C. Artz

WEBB C. ARTZ, 52, former radio news manager of United Press in New York, died July 2 at the Lilly Clinic, Indianapolis, after a three months illness. Mr. Artz made his first contribution to UP while traveling in Egypt when he cabled in an exclusive story on J. P. Morgan aboard his yacht in eastern waters. Formerly with the *Cleveland News*, city editor of the *San Antonio Express* and managing editor of the *Houston Press*, he joined UP in 1929, becoming radio news manager in 1936 of the service he helped to organize. His widow survives.

'Moonlight' Sponsors

TWO SPONSORS, both New York companies, have signed for participations in the *Moonlight Saving Time* all-night program on WOR, New York, 2:30-5 a.m. Based on the idea of public service, I. J. Fox, furriers, will use 54 participations weekly, paying tribute to late shift workers, such as doctors, nurses, and defense employes. Second sponsor is Strauss Stores Corp., auto accessories chain, for six spots weekly on the program, through Thomas F. Harkins, Philadelphia.

Salute to Latin Outlet

SALUTING Uruguay's newest radio station "El Espectador" July 1, NBC's international shortwave stations WRCA and WNBI sent a special broadcast to Montevideo to the new completely RCA equipped studio. Niles Trammell, president of NBC, wrote a special message, which was read in Spanish by Eli Canel, head of NBC's Spanish Department of the International Division. Uruguayan Consul-General Rivas delivered an address.

CBS on July 8 will broadcast a complete description of the 1941 All-Star baseball game between star players of the American and National Leagues from Detroit.

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!
50,000 WATTS
DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS
PAUL H. RAYMER CO. NATIONAL REPRESENTATIVE

ASCAP

(*Continued from page 10*)

their own society and to vest these rights solely in BMI, which is owned by the radio broadcasters. It is simply one more attempt to destroy the value of rights now vested in the creators of American music."

Error on BMI Books

BMI was unusually vulnerable to such attacks last week, due to an error in procedure in its bookkeeping department that resulted in the publishers associated with BMI receiving ridiculously small payments for their performance rights for the first quarter of 1941. Through an error which BMI describes as "impossible to happen but it did", the network performances were omitted from the calculations and only the local station broadcasts included, with the result that several publishers received checks for less than $25.

The complaints arising from this error resulted in BMI's putting its accounting staff on a 24-hour basis to refigure the royalties so that new checks could be sent out, to bring the payments up to their proper size. A second result was a decision by a number of the smaller publishers to organize a protective society with Peter Doraine of Doraine Music Publishing Co. as chairman and Andrew D. Weinberger as counsel.

This group was scheduled to hold a meeting last Thursday, at which Sydney Kaye, vice-president and general counsel of BMI, was invited to explain the mistake, under threat that if his explanation failed to satisfy the publishers they would withdraw from BMI and organize their own performing rights association. Mr. Weinberger said that if the group is satisfied that the BMI system of accounting is all right and the first quarter low payments the result of an "honest mistake", the organization will go along with BMI, but will ask for the right to make its own periodic audits of BMI records.

Fortunately, there were some BMI publishers whose performance fees were correctly figured and who were pleased with the results. Harold Oxley, general manager of New Era Music Corp., wrote BMI as follows:

"Late in 1940 when New Era Music signed with BMI, we said, the BMI way of dealing with writers is the best thing that has ever happened to American music. New Era Music is going to BMI because BMI gives the fairest deal.

"I can say that we still feel the same way. The check we received for performance royalties for the first quarter of 1941 under the BMI system represents the most equitable method of payment in the music business."

Checks for Writers

BMI also reports that in addition to the writers of their top hit tunes, who received about $3,000 for their performance rights and a like amount from the sale of sheet music and records of their tunes, Royalty checks ranging between $75 and $200 were sent to many "hobby writers" whose songs never achieved hit proportions but nevertheless were performed frequently on the air during the first three months of 1941. Franklin D. Roosevelt Jr. and Kendrick Sparrow, for example, got $81.84 apiece for *I'll Spend the Rest of My Life*.

Taking advantage of BMI's predicament, ASCAP in its Thursday release, asked BMI a list of questions, "for the benefit of composers," regarding BMI's income and payments to composers, including several questions as to the provisions BMI has made for "relief of composers during sickness and distress", "for widows and orphans of composers who die but whose works live", "to insure continued payments through years to come to composers who write hit songs but whose output may dwindle or cease", etc.

MBS Meets Publishers

MBS entertained some 60 music publishers at lunch Tuesday. Fred Weber, MBS general manager; Adolph Opfinger, program service manager; Paul Jonas, in charge of music copyrights; Nat Abramson, head of WOR's artists bureau, and John G. Paine, general manager of ASCAP, explained to the publishers how the network operates and answered questions regarding the use of radio in musical exploitation.

A committee of publishers, headed by Rocco Vocco, of Bregman, Vocco & Conn, was set up as a liaison group to meet with MBS officials every two weeks to discuss any problems that may arise and to attempt to work out solutions satisfactory to both the network and the publisher. MBS plans to hold a similar get-together with band leaders this week.

Taking advantage, of its position as the only network which can perform George Gershwin's tunes, MBS is planning four memorial programs next weekend, commemorating the anniversary of Gershwins death July 11, 1937.

SASSER (Ky.) WON'T TALK BACK WITH SALES!

We-uns cain't stop you from buying time to reach the handful of folks in Sasser (Ky.)—if that's what you want. But don't expect a spectacular spurt in your Kentucky sales! If you expect *that*, you need the big Louisville Trading Area, with its effective buying income 33% *greater* than the rest of Kentucky *combined!* And to cover the whole Area, all you need is WAVE—which you can have at practically give-away rates! How's for letting us prove it?

LOUISVILLE'S WAVE
5000 WATTS . . . 970 K.C. . . N.B.C. Basic Red
FREE & PETERS, INC.
National Representatives

. . . IN THE SAME OLD LOCATION
THE PEOPLE IN THIS BOOMING GULF COAST INDUSTRIAL AREA STILL FIND THE PROGRAMS THEY WANT IN THE OLD, FAMILIAR LOCATION . . .
560 KC
FULL TIME
NBC BLUE
1000 WATTS

KFDM
BEAUMONT

Represented by
HOWARD H. WILSON COMPANY

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

JUNE 28 TO JULY 3, INCLUSIVE

Decisions . . .

JULY 1

KRBA, Lufkin, Tex.—License issued on regular basis to Red Lands Broadcasting Co.

KGFI, Brownsville, Tex.—Temporary license extended 7-1-41 until licensee complys with order of 4-2-41.

NEW, Muzak Corp., New York—Granted CP new developmental FM station 117.65 mc 1,000 w unl.

KARM, Fresno, Cal.—Granted CP change to 1430 kc, 5 kw unl. directional, new equipment, move transmitter.

WIGM, Medford, Wis.—Granted modification of CP change to 1490 kc, 250 w unl., new transmitter, change studio and transmitter site.

WAKR, Akron, O.—Granted CP increase to 5 kw unl., new transmitter, directional N.

WEAU, Eau Claire, Wis.—Granted CP change to 790 kc unl., new transmitter.

WFTL, Fort Lauderdale, Fla.—Granted consent to assignment of license from Tom M. Bryan to Ralph A. Horton, assignee having divested himself of all newspaper association.

WMBI, Chicago—Granted modification license 1110 kc 5 kw (ltd. to WBT, KFAB) upon completion WCBD CP.

WIOD, Miami, Fla.—Granted withdrawal of action against grant CP to WAYS.

KQW, San Jose, Cal.—Ordered issuance temporary 5 kw unl. license to determination of application for 50 kw with directional.

WFBR, Baltimore—Granted application change directional, increase to 5 kw unl. with agreement to protect WOOD-WASH.

Adopted Order No. 79-A, setting up procedure for hearings on newspaper ownership.

DESIGNATED FOR HEARING—**NEW, Hennessy Broadcasting Co., Butte, Mont.,** CP new station 1490 kc 250 w unl.; **NEW, Barclay Craighead, Butte, Mont.,** CP new station 1400 kc 250 w unl.; **NEW, Southern California Broadcasting Co., Pasadena, Cal.,** CP new station 1430 kc 1 kw D; **NEW, Jefferson Broadcasting Corp., Birmingham, Ala.,** CP new station 1340 kc 250 w unl., facilities of WSGN; **NEW, Wilkes-Barre Broadcasting Corp., Wilkes-Barre, Pa.,** CP new station 1240 kc 250 w unl., facilities of WBAX; **NEW, Frequency Broadcasting Corp., Borough of Brooklyn, N. Y.**—CP new station 620 kc 500 w D; **WJPR, Greenville, Miss.,** CP change to 1600 kc, increase to 1 kw unl.; **KGKO, Fort Worth, Tex.,** modification of license to maintain two main studios, in Dallas and Fort Worth.

JULY 3

MISCELLANEOUS — **WBAX, Wilkes-Barre, Pa.,** temporary license extended to 9-1-41; **WAYS, Inter-City Adv. Co., Charlotte, N. C.,** dismissed rehearing petition filed by WIOD; **WABY, Albany,** granted dismissal without prejudice application modify license to 1210 kc 250 w unl.; **NEW, King-Trendle Broadcasting Corp., Detroit,** granted dismissal without prejudice application 1010 kc 250 w unl.; **KWTO, Springfield, Mo.,** granted continuance hearing to 9-5-41.

Applications . . .

JUNE 30

NEW, Imes-Weaver Broadcasting Co., Columbia, Tenn.—CP new station 1340 kc 250 w unl. (original applic. submitted 6-11-41).

NEW, Imes-Weaver Broadcasting Co., Cleveland, Tenn.—CP new station 1450 kc 250 w unl. (original applic. submitted 6-17-41).

JULY 1

NEW, NBC, Washington—CP commercial television station Channel No. 2 FM (formerly W3XNB).

NEW, Key Broadcasters Inc., Wilkes-Barre, Pa.—CP 1240 kc 250 w unl., facilities of WBAX.

WWVA, Wheeling—Special service authorization to operate on 1170 kc, 5 kw unl. until 2-1-42.

NEW, Philco Radio & Television Corp., Philadelphia—CP new commercial television station to operate on Channel No. 3 FM emission (formerly W3XE).

WJOB, Hammond, Ind. — CP change transmitter and studio location, install new antenna.

WCAZ, Carthage, Ill.—CP change equipment, increase to 250 w.

NEW, Hugh Francis McKee, Portland, Ore.—Amend CP new station to omit request for 6-7 time sharing with KBPS.

JULY 3

NEW, Portland Broadcasting System, Falmouth, Me.—CP 47.1 mc FM 5,050 sq. miles 256,466 pop.

NEW, General Electric Co., New Scotland, N. Y.—CP new commercial television station formerly W2XB Channel No. 3 and special emission FM.

NEW, Westinghouse Radio Stations Inc., Hull, Mass.—CP 9570 kc 700 w A0 and A1 emissions, ltd. to WBOS.

WMAS, Springfield, Mass.—CP change to 910 kc 1 kw, new transmitter directional N & D, change site.

WOL, Washington—CP change directional antenna.

NEW, Northern Ohio Broadcasting Co., Elyria, O.—CP 640 kc 1 kw ltd. (S-KFI), contingent WHKC grant, amended to omit request share time with KFI, asks WCLE facilities.

WCKY, Cincinnati—CP change to 640 kc, change antenna, transmitter site to New Burlington, O., contingent WCLE change to 600 kc, WHKC change to 610 kc.

WKBN, Youngstown — Modification CP new transmitter etc., re transmitter.

WLW, Cincinnati—CP increase from 50 to 650 kw, change W8XO transmitter for use by WLW, directional N.

KFJZ, Fort Worth—Modification CP as modified for new transmitter, increase to 5 kw, directional, move transmitter, asking change to 1270 kc.

NEW, Bob Jones College Inc., Cleveland, Tenn.—CP 550 kc 1 kw D.

KFXM, San Bernardino, Cal.—Voluntary assignment license to Tri-City Broadcasting Co.

Tentative Calendar . . .

AUGUST 7

WBT, Charlotte, N. C.—CP 1110 kc 50 kw unl., directional N.

KFAB, Lincoln, Neb.—CP 1110 kc 50 kw unl., directional N.

WBBM, Chicago—Modification license change 770 kc 50 kw unl.

WJAG, Norfolk, Neb.—CP change 770 kc 1 kw D.

AUGUST 14

(Consolidated Hearing)

NEW, The Gazette Co., Cedar Rapids, Ia.—CP new station 1550 kc 5 kw unl., directional N.

NEW, Brainerd-Bemidji Broadcasting Co., Brainerd, Minn.—CP new station 1550 kc 1 kw unl.

AUGUST 20

(Consolidated Hearing)

WARM, Scranton, Pa.—License to cover CP new station.

NEW, Anthracite Broadcasting Co. Inc., Scranton, Pa.—CP new station 1400 kc 250 w unl.

NEW, George Grant Brooks Jr., Scranton, Pa.—CP new station 1400 kc 250 w unl.

SEPTEMBER 8

NEW, Herald Publishing Co., Klamath Falls, Ore.—CP new station 1400 kc 250 w unl.

NEW, Dorman Schaeffer, Klamath Falls, Ore.—CP new station 1400 kc 250 w unl.

SEPTEMBER 11

KFXM, San Bernardino, Cal.—CP change 1420 kc, increase 1 kw unl.

OCTOBER 1

(Consolidated Hearing)

NEW, High Point Broadcasting Co., High Point, N. C.—CP new station 1370 kc 100 w unl.

NEW, Ralph L. Lewis, Greensboro, N. C.—CP new station 1370 kc 100 w unl.

WOW Improvements

WOW, Omaha, has started remodeling operations which will expand its executive office and studio space by about 1,000 square feet. Space used by secretaries, stenographers and clerical divisions is to be doubled, along with addition of an artists' lounge and a recreation room for feminine employes. The expansion calls for a new transcription and recording room, engineering workshop.

CLERGY HELPED at the National Eucharistic Congress in St. Paul as radio gave extensive coverage. Here Father Mark Farrell, of St. Paul, dons earphones to give cues to Al Ash (left), of KSTP. Ken Fry, NBC central division special events director, is at right. Ash blended pickups from four microphones under Father Farrell's direction.

Red and Blue Discounts Are Separated by NBC

BILLINGS of NBC's Red and Blue Networks will no longer be combined for discount purposes after Aug. 1, NBC has announced, stating that at the time the two networks' sales departments were organized as separate and distinct operations, the program called for eventually dividing all operating procedure.

Each network, under the plan, will earn its own discount, with all current contracts renewing without lapse to receive full protection for one year up to and including Aug. 1, 1942. The division of the Red and Blue, NBC states, will involve only seven advertisers whose total annual billings will be increased approximately by only 2%.

GE Shortwave News

GENERAL ELECTRIC Co., Schenectady, which sponsors the institutional program *News of the Week in Industry* on NBC-Blue, recently started to shortwave the weekly quarter-hour program in six languages to Latin America, Europe, and Asia. Program will be carried regularly by three G-E shortwave stations, WGEO-WGEA, Schenectady; and KGEI, San Francisco, according to R. S. Peare, G-E manager of broadcasting.

BUCHANAN-THOMAS ADV. Co., Omaha, has stipulated with the Federal Trade Commission to stop certain advertising representations for Butter-Nut Coffee on behalf of its client, Paxton & Gallagher Co., Omaha, according to a June 29 FTC announcement. Montgomery Ward & Co., Chicago, also has stipulated with the FTC to properly label its coal tar hair dye preparations, Inecto and Clairol.

NEW YORK chapter of AFRA has nominated William P. Adams, Alan Bunce, Ben Grauer, Alex McKee, Anne Seymour, Del Sharbutt and Ned Wever as candidates to represent this local on the national board of the union.

Network Accounts

All time EDST unless otherwise indicated.

New Business

GENERAL FOODS Corp., New York (Walter Baker chocolate), on June 30 started *The Second Mrs. Burton* on 6 CBS Pacific stations, Mon. thru Fri., 3-3:15 p.m. (PST). Agency: Benton & Bowles, N. Y.

LEVER BROS. Co., Cambridge, Mass. (Rinso, Spry), on July 12 starts *Vaudeville Theatre* on 12 NBC-Red stations, Sat., 11:30-12 a.m. Agency: Ruthrauff & Ryan, N. Y.

LEVER BROS. Co., Cambridge Mass. (Rinso), on July 8 starts *Bringing Up Father* on 48 NBC-Blue stations, Tues., 9-9:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

GULF OIL Corp., Pittsburgh, on Sept. 28 resumes *Screen Guild Theatre* on 79 CBS stations, Sun., 7:30-8 p.m. Agency: Young & Rubicam, N. Y.

Renewal Accounts

MENNEN Co., New York (shaving cream), on July 14 renews *Bob Garred Reporting* on 5 CBS Pacific stations, Mon., Wed., Fri., 7:30-7:45 a.m. (PST). Agency: H. M. Kiesewetter Adv. Agency, N. Y.

KRAFT CHEESE Co., Chicago, on July 24 renews for 52 weeks *Kraft Music Hall* on 88 NBC-Red stations, Thurs., 9-10 p.m. Agency: J. Walter Thompson Co., Chicago.

Network Changes

LEVER BROS. Co., Cambridge, on July 8 discontinued *Uncle Jim's Question Bee* on 47 NBC-Blue stations, Tues., 8:30-9 p.m. Agency: Ruthrauff & Ryan, N. Y.

PROCTER & GAMBLE Co. of Canada Ltd., Toronto (Naphtha Soap and Chipso), on June 30 switched *Pepper Young's Family* and *Road of Life*, the former now Mon. thru Fri., 2:15-2:30 p.m., EDST, on 18 Canadian Broadcasting Corp. stations, and latter Mon. thru Fri., 3:45-4 p.m., EDST, on 25 CBC stations. Agencies: Compton Adv. Inc., N. Y. (Naphtha) and Pedlar & Ryan, N. Y. (Chipso).

LEVER BROTHERS Co., Cambridge, Mass. (Rinso), on July 8 shifts *Grand Central Station* on 48 NBC-Blue stations Tuesdays, 9-9:30, to 75 CBS stations, Wednesdays, 8-8:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

CAMPBELL SOUP Co., Camden, N. J. soups), on July 7 replaces for July *Fletcher Wiley* with *You're The Expert* on 37 CBS stations, Mon. thru Fri., 2:30-2:45 p.m. Agency: Ward Wheelock Co., Philadelphia.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Prince Albert tobacco), on July 5 shifted *Grand Ole Opry* on 45 NBC-Red stations, Sat., 10-10:30 p.m. to 87 NBC-Red stations, Sat., 10:30-11 p.m. Agency: Wm. Esty & Co., N. Y.

LADY ESTHER Ltd., Chicago (cosmetics, toilet preparations), on Aug. 4 replaces Guy Lombardo with Freddy Martin and His Orchestra for *Lady Esther Serenade* on CBS, Mon., 10-10:30 p.m. (EDST). Agency: Pedlar & Ryan, N. Y.

WCHV to Join MBS

WCHV, Charlottesville, Va., on Sept. 1 will join MBS as the network's 180th affiliate. Station operates on 1450 kc., 250 watts

RCA MFG. Co., Camden, has compiled a complete engineering and amateur guidebook on transmitting tubes to be distributed for 25 cents through RCA tube and equipment distributors throughout the country. It contains data on transmitting tubes and transmitter designs.

CRYSTALS by
HIPOWER

The Hipower Crystal Company, one of America's oldest and largest manufacturers of precision crystal units, is able to offer the broadcaster and manufacturer attractive prices because of their large production and the exclusive Hipower grinding process. Whatever your crystal need may be, Hipower can supply it. Write today for full information.

HIPOWER CRYSTAL CO.
Sales Division—205 W. Wacker Drive, Chicago
Factory—2035 Charleston Street, Chicago, Ill.

MAURICE RANDALL, pioneer member of the WGY Players, a dramatic group organized in 1922, died recently at his home in Troy. He was the first actor to perform in a television radio drama. The performance was J. Hartley Manners' "The Queen's Messenger," on Sept. 11, 1928. Mr. Randall also served for many years as the official Santa Claus on all of WGY's Christmas broadcasts.

HARLOW WILCOX, announcer on the CBS *Hollywood Premiere* program, plays a smalltown banker in the new RKO movie, "Look Who's Laughing".

REL Names Coast Rep

A. GUNTHER, vice-president of Radio Engineering Laboratories Inc., Long Island City, N. Y., has announced Norman B. Neely Enterprises has been appointed the REL Pacific Coast representative in the sale of FM broadcast equipment. The Neely offices are at 5334 Hollywood Blvd., Hollywood, and 420 Market St., San Francisco.

Salem Chemical Spots

SALEM CHEMICAL & SUPPLY Co., Salem, Mass., has placed five one-minute spot announcements a week—two for Silver Label germacide and three for Creol disinfectant—on WBZ-WBZA, Boston, Springfield; WTIC, Hartford; WCSH, Portland, with an outlet in Providence to be added. Agency is Blackett-Sample-Hummert, N. Y.

EASTERN members of the Radio Writers' Guild have approved the "statement of fair practices" covering commercial radio writers as submitted by RWG and the American Assn. of Advertising Agencies. Final ratification awaits RWG approval in Chicago and Los Angeles.

Smith Bros. Breaks

SMITH BROS., Poughkeepsie. N. Y. (cough drops and syrup), is planning a 17-week schedule of chainbreak announcements on stations affiliated with NBC-Red and CBS, starting about Nov. 15. J. D. Tarcher, New York, the agency, is now signing up stations.

CHRC, Quebec, will go on the air in mid-July with a new 1,000-watt transmitter on 800 kc., according to the Canadian Broadcasting Corp. CHLT, Sherbrooke, Que., is now on the air with 250 watts.

What about WOL?
... it hits hard Washington's $572,000,000 Buying Power!

Get the facts from WOL— WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives
INTERNATIONAL RADIO SALES

CLASSIFIED Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Experienced Radio Time Salesman—On leading station in a large industrial and family market in the Middlewest. Give full particulars and references. Address Box 663, BROADCASTING.

Newscaster—Experienced, sober, capable. Good job for right man. Voice recording requested. Box 655, BROADCASTING.

Salesman—For 250 watt station Middle West. City 50,000. Send qualifications, references, draft status, starting salary to Box 662, BROADCASTING.

Situations Wanted

Sports Announcer—Of outstanding ability who has been doing sport reviews, and play-by-play in major league baseball, hockey, wresting, football, etc., for the past ten years in a city of approximately one million people. Agreeable to start with a reasonable salary, but must have quick offer. Unusual local situation necessitates change. Excellent references. Box 652, BROADCASTING.

Continuity And Dramatic Writer—Girl with ideas, 28, single. Mike. Employed in south—homesick for north. Excellent references. Box 656, BROADCASTING.

Attention Station Managers!—If you're willing to pay $50 weekly to a fine commercial announcer, now employed, contact at once Box 660, BROADCASTING.

Continuity Writer — Women's editor, experienced, now empoyed, 21, single, can operate board. Will go any place. References, and samples of work sent. Box 659, BROADCASTING.

CHIEF ENGINEER — Regional station wishes to make change. Broad engineering background, business experience, and executive ability. Interested only in a position of permanent nature. Box 661, BROADCASTING.

Progressive, Alert Announcer-Producer—With creative ideas and proven ability, now with network affiliate, desires association with progressive California station. Can double equally well as singer, actor, writer. Box 651, BROADCASTING.

Situations Wanted (Continued)

Program Director—Canadian, young, thoroughly experienced, wants tough job, good pay. Has been chief announcer three stations. Excellent copy, special events man. Disk or interview. Box 653, BROADCASTING.

Young Man—With First Phone Second Telegraph desires position. What have you? Prefer Northwest, will work anywhere. Experience on both licenses. Dodge Graduate. Toivo E. Pekonen, 218 Third Street South, Virginia, Minnesota.

ENGINEER—Available Sept. Thoroughly experienced. Complete station construction, chief engineer, maintenance, controls; etc. One to ten kilowatt. University credits. **MARRIED-FAMILY.** Prefer chief engineer's job. Consider other. Best references. State salary. Write to Box 657, BROADCASTING.

News Analyst And Commentator—Twenty years combined newspaper and radio experience. Best of analyses on war and international situation from one who is World War veteran and has been foreign correspondent. Sponsored solidly for eight years, all national accounts, and can give finest of agency and local references. Take complete charge of newsroom. Seek affiliation with station or regional network desiring outstanding news prestige. Now employed but looking for greater outlet for proven commercial medium. Box 658, BROADCASTING.

Wanted To Buy

Pacific Coast — Station wishes to contact anyone having good 5 kilowatt transmitter for sale. Box 654, BROADCASTING.

Want To Buy—Small Radio station in South. Advise giving gross income, actual expense, price. RADIO 331 Balter Building, New Orleans.

For Sale

For Sale:—2000 feet five-eighths inch used copper coaxial line. WIND, Gary, Indiana.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office:
7134 Main St.
Kansas City, Mo.
Crossroads of the World
Hollywood, Cal.
ACCURACY

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

Advertise in BROADCASTING for Results!

Defense Tax Bill Will Affect Radio

Excise Levy on Sets, Parts Is Increased to 10%

ALTHOUGH no franchise tax on radio broadcast facilities will be proposed, the House Ways & Means Committee has included in the new defense tax bill several increases which will affect the broadcasting industry. Following extended hearings by the committee, the bill is expected to appear on the floor of the House about mid-July.

Among the increases affecting radio is a boost in the excise levy on radio sets and parts and a revision of the base for taxation, expected to yield $9,400,000 a year. As now written the tax on radios and parts will be 10%, instead of the present 5½%. The 10% levy is in line with Treasury recommendations.

The committee voted to tax telephone, cable and radio leased wires. The new tax, expected to bring $27,600,000 in revenue, will be imposed on any leased wire or talking circuit, and includes those not now taxed, such as teletype service, it is understood.

During its consideration of proposals advocated to supply new tax revenues, the committee voted down the plan of Rep. Sauthoff (Prog.-Wis.) for a franchise tax on radio stations. Such a tax had been urged strongly by John B. Haggerty, president of National Allied Printing Trades Assn., early in the Ways & Means hearings, and the proposal had several Congressional advocates. One of these, Rep. Connery (D-Mass.), now has pending in the House a bill along similar lines.

Sunnyvale Spots

SUNNYVALE PACKING Co., San Francisco (Rancho Soups), recently started a campaign on eight stations on the Pacific Coast, using one-minute transcribed announcements, five times weekly. Agency is Lord & Thomas, San Francisco. The station list: KFRC KSFO KFI KNX KARM KSL KIDO KSEI.

Dr. Lyon's News

R. L. WATKINS Co., New York (Dr. Lyons Toothpaste) has started six ten-minute newscasts by Bob Andersen, weekly on KSFO, San Francisco. The firm on June 30 started a five-weekly quarter-hour disc, *Your Neighbor*, on KNX, Hollywood, for 52 weeks. Agency is Blackett - Sample - Hummert, New York.

Mary McBride's Sponsor

MARY MARGARET McBRIDE, who on July 4 concluded a series sponsored by the Florida Citrus Commission, on July 7 begins a five-time weekly schedule partly on a sponsorship and partly on a sustaining basis. On Monday, Wednesday and Friday, she will be heard sustaining on CBS, while on Tuesday and Thursday she will be sponsored locally on WABC, New York, by the Bohack Stores (chain). Time for all programs is 3-3:15 p.m. Agency for Bohack is E. M. Freystadt Assoc., N. Y.

MARRIAGE BUREAU BROADCAST
SID HIX

Drawn for BROADCASTING by Sid Hix

"Ah, and Here's a Happy Young Couple! I Want You Folks to Tell Us Why You're Here Today!"

Seeking Superpower

(Continued from page 7)

test the maximum feasible output in excess of 500,000 watts that could be generated by the transmitter, and at the same time test reception over its service area.

The WLW application for 650,000 watts regular authorization brought out that during the last year an extensive survey of the static level in rural areas had been made throughout the country. As a result of these studies, it was ascertained that an average signal of 175 times the intensity of the average static level 90% of the time is essential to provide a serviceable signal in rural areas.

It was added that WLW, with 650,000 watts and based on these technical studies of meteorological conditions in rural areas, could provide satisfactory service in an area embracing the States of Ohio, Kentucky, West Virginia, Tennessee and Arkansas. While it would have a signal beyond this area, it nevertheless would not be equal to the 90% ratio regarded as essential. The term "isoservice line" was coined to cover this degree of signal intensity.

Would Amend Rules

The WLW application was filed by James D. Shouse, vice-president and general manager of Crosley broadcast operations, and was based on engineering studies by G. F. Lydorf and W. S. Alberts, of the station staff, with Ring & Clark, Washington engineers, as consultants.

The WSM application and petition, filed by Attorneys Louis G. Caldwell and Reed T. Rollo, specified that it was designed to bring the old pending application up-to-date, in conformity with existing FCC requirements. The supplemental petition requested that paragraph 3.22 (a) of the regulations be amended to eliminate the 50,000-watt peak limitation for I-A channels and that the revised rules specify power of not less than 50,000 watts. Limitations on Class I-B stations would remain not less than 10,000 watts, nor more than 50,000 watts, under this proposal.

The KSL petition was executed by J. Reuben Clark Jr., president of the Radio Service Corp. of Utah, and Charles W. Wayland, Washington attorney for the station. Specifically, it requested that the FCC reconsider the application pending since 1936 and grant KSL 500,000 watts.

According to FCC records, applications for 500,000-watt output pending since 1936 and still on file, are those of KFI, Los Angeles; WOR, New York; WGN, Chicago; WSB, Atlanta; WJR, Detroit; WJZ, New York, WGY, Schenectady; WHAS, Louisville; WHO, Des Moines; WOAI, San Antonio. In addition, WSM, WLW and KSL had applications pending, which now have been revived.

Raids on Radio

THE CANADIAN Army took control of Toronto radio stations on June 26 in a surprise mock raid on information that theoretical Quislings were to take over Toronto that day. The Army, which came about 75 miles from training quarters at Camp Borden stationed guards with tommy guns and revolvers at all radio stations, newspapers and rail and highway terminals. Studios of CBL, CBY, CFRB and CKCL were guarded, the latter in addition to sidearms with a Bren gun, and all those entering and leaving the studios had to show their national registration cards.

FOURTH GRANT of the Alfred P. Sloan Foundation to Chicago U for the continuation of experiments in educational broadcasting has been announced by President Robert M. Hutchins. The grant of $48,505 will permit further extension of activities of *The University of Chicago Round Table* on NBC-Red.

Belo Corp. Ruling Upheld on Appeal

U. S Court Affirms Decision On Method of Payment

HOLDING that the time radio and newspaper editors and newsgatherers, as well as other radio and newspaper employes, must work is "very variable and unpredictable", the Fifth U. S. Circuit Court of Appeals in New Orleans on June 27 affirmed a lower Federal court decision in a wage-hour case originally decided in favor of A. H. Belo Corp., owning WFAA, Dallas, and a half-interest in KGKO, Fort Worth, and publishing the *Dallas Morning News*.

Coming upon appeal by the Wage & Hour Division of the Labor Department, the circuit court action affirmed the Feb. 4 decision of Federal Judge William H. Atwell, of Dallas, who held that firms paying wages or salaries equaling or exceeding minimums required under the Fair Labor Standards Act in pursuance of genuine contracts are complying with the Act, regardless of methods of payment.

Commenting on the decision to BROADCASTING, Joseph L. Miller, NAB labor relations director, sounded a note of warning to broadcasters:

"Of course the Wage & Hour Division will appeal the circuit court decision to the Supreme Court. A final decision cannot be expected before next fall. Meantime any radio station which uses a 'guaranteed overtime' plan such as the New Orleans court approved runs the risk of having to pay back pay to the employes covered by the plan."

Since General Philip B. Fleming, in announcing the appeal from the initial decision, stated that the decision, if allowed to stand, would largely destroy Section 7 of the Act, providing the 40-hour maximum workweek, it is expected the Wage & Hour Division will carry its appeal to the Supreme Court. It is understood the Division first will take up the matter of appeal with Solicitor-General Francis Biddle, who would handle the case before the Supreme Court.

Pointing to the practical difficulty in making a fair working agreement based on hours worked by newspapermen, the circuit court stated: "When things are quiet, a few hours a day may suffice. In times of news activity, a 12-hour day may be required." The decision was concurred in by all three members of the court—Judges S. H. Sibley, Joseph Hutchinson and Rufus Foster.

WSTV, Steubenville, O., has appointed International Radio Sales as national representative, effective immediately.

ASSOCIATED TRANSCRIPTIONS of Hollywood, West Coast technical service, formerly headed by Harry F. Walstrum, has discontinued operation.

YOU GET FRIENDLY FAMILY ACCEPTANCE WITH THE YANKEE NETWORK

ANY product or service appealing to families with children will find a responsive market in New England, where there are 705,000 families with children under ten, and 1,147,716 families with children under 21.*

With the 19 hometown stations of The Yankee Network, you get the friendly family acceptance that consistently builds good will and sales, because each one of these stations is as much a definite part of the community as the neighborhood store.

Coverage by Yankee Network stations is as complete as it is effective, reaching all key markets in New England, where per capita retail sales are 23.2% higher than the national average.

*Printers' Ink, "Families and How They Live."

Memo To NORWICH PHARMACAL COMPANY

Thank you for your selection of the Yankee Network for your first test of radio, Mondays, 9:30–10:00 P.M. And please tell your agency, Lawrence C. Gumbinner, how much we appreciated the opportunity to tell your sales staff about our great region, our stations, our listeners and our services. With this type of cooperation, we can't miss another Yankee success story.

LINUS TRAVERS
Vice President

WNAC Boston
WTIC Hartford
WEAN Providence
WTAG Worcester
WICC Bridgeport New Haven
WCSH Portland
WLLH Lowell Lawrence
WSAR Fall River
WLBZ Bangor
WFEA Manchester
WNBH New Bedford
WBRK Pittsfield
WNLC New London
WLNH Laconia
WRDO Augusta
WCOU Lewiston Auburn
WHAI Greenfield
WSYB Rutland
WELI New Haven

THE YANKEE NETWORK, INC.

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